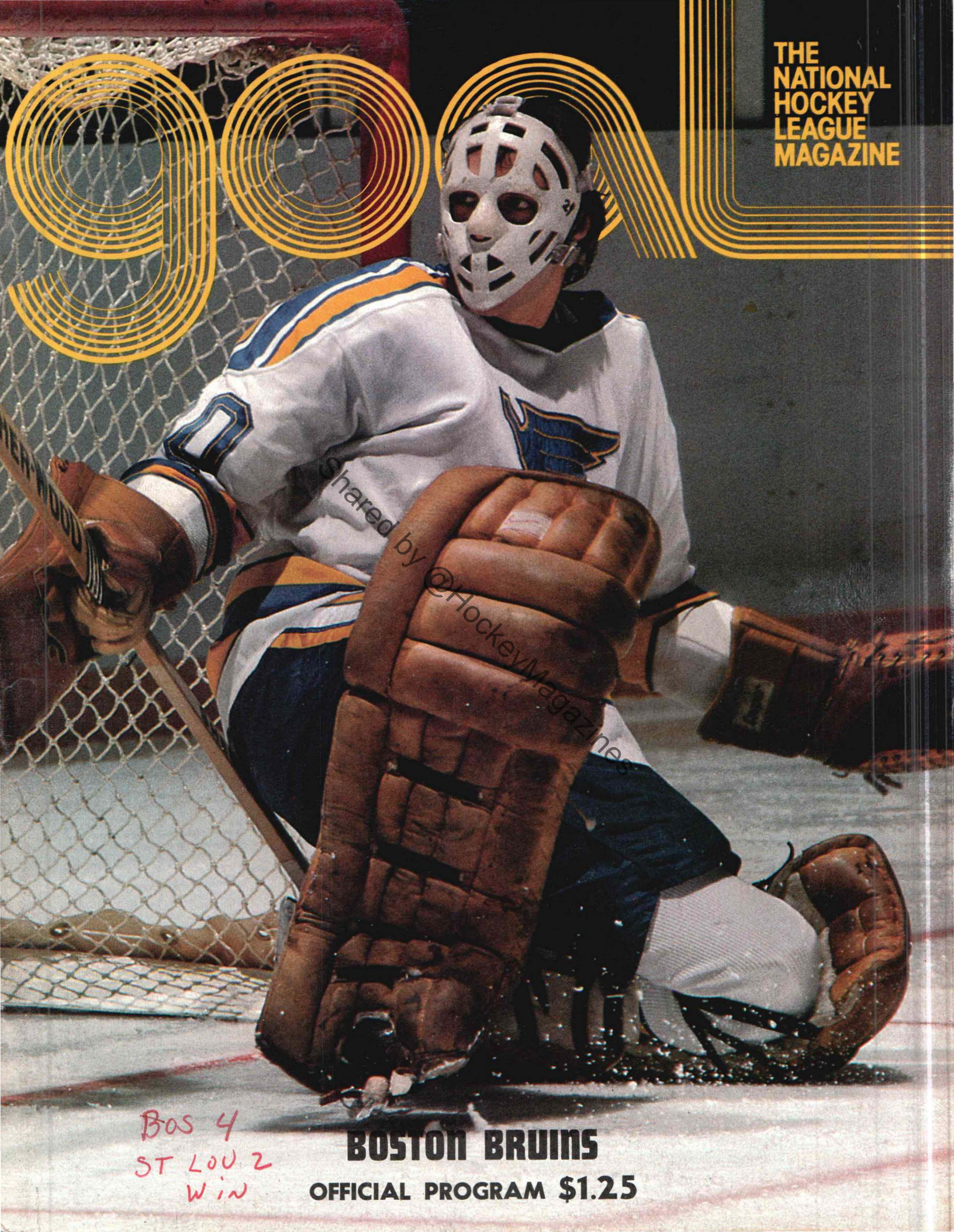


THE  
NATIONAL  
HOCKEY  
LEAGUE  
MAGAZINE



BOS 4  
ST LOU 2  
WIN

**BOSTON BRUINS**  
OFFICIAL PROGRAM \$1.25



# Dry a martini tonight. Dry Gilbey's.

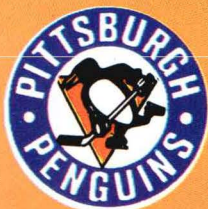


DISTILLED LONDON DRY GIN, 86 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD. DISTR. BY NATL. DIST. PRODUCTS CO., N.Y.C.





seals



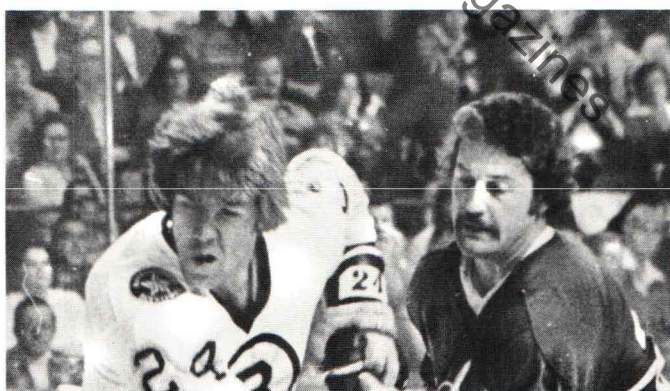
1924

1975

# The Boston Bruins Hockey Magazine

INCLUDING "GOAL"  
THE NHL MAGAZINE INSERT

Fifty-Second NHL Season



## BOSTON BRUINS HOCKEY MAGAZINE

EDITOR—NATE GREENBERG

ADVERTISING—JIM McDONALD

PHOTOGRAPHERS—AL RUELLE  
JERRY BUCKLEY  
DICK RAPHAEL

CO-ORDINATOR—LES STOUT

Published by The New Boston Garden Corporation

SULLIVAN BROS.  LOWELL, MASS.

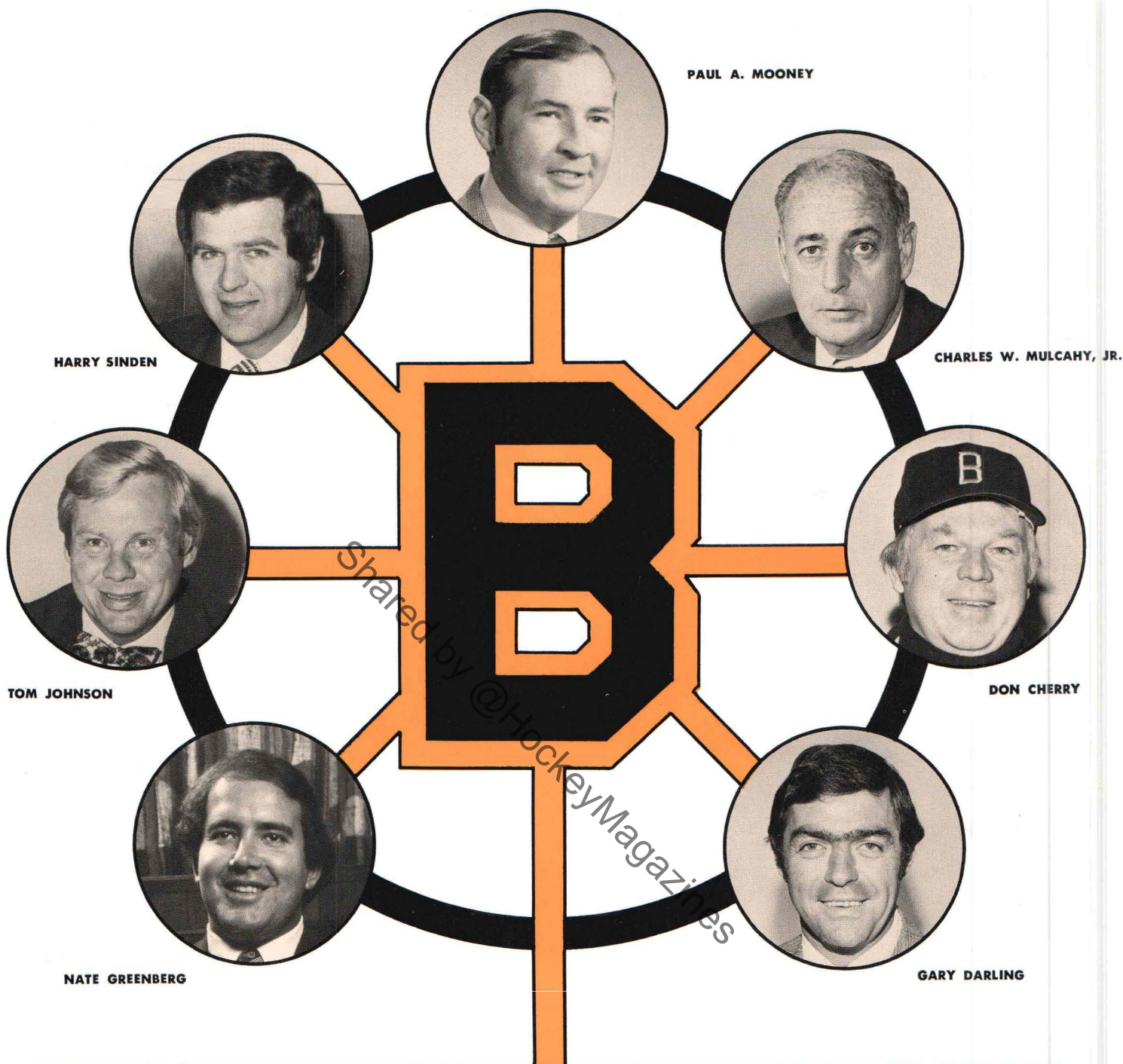






Tuborg.  
A very good beer.





President and Governor ..... PAUL A. MOONEY  
Asst. Secretary and Alternate Governor

CHARLES W. MULCAHY, JR.

General Manager ..... HARRY SINDEN

Asst. General Manager ..... TOM JOHNSON

Director of Public Relations ..... NATE GREENBERG

Coach ..... DON CHERRY

Trainers ... DAN CANNEY (Head), JOHN FORRISTALL (Assistant)

Director of Scouting ..... GARY DARLING

Scouting Staff

BARTON BRADLEY, JOHN CARLTON, BOB TINDALL

Team Statistician ..... KEN FRASER

Coordinator of Tickets and Office Manager ... ALOTTA LENTELL

Advertising ..... JIM McDONALD

Group Sales ..... STEVE NAZRO AND TOM PETERS

Team Photographers ..... AL RUELLE, JERRY BUCKLEY

and DICK RAPHAEL

Team Physicians ..... DR. EARLE WILKINS  
and DR. ASHBY MONCURE

Team Dentists ..... DR. RICHARD MINER

and DR. ROBERT THOMAS

Executive Offices ..... 150 CAUSEWAY STREET,  
BOSTON, MASSACHUSETTS 02114

Telephone ..... (617) 227-3206

Home Ice ..... BOSTON GARDEN

Capacity ..... 15,003

Colors ..... GOLD, BLACK AND WHITE

Dimensions of Rink ..... 195 FEET BY 83 FEET

Training Camp Site ..... FITCHBURG, MASS.

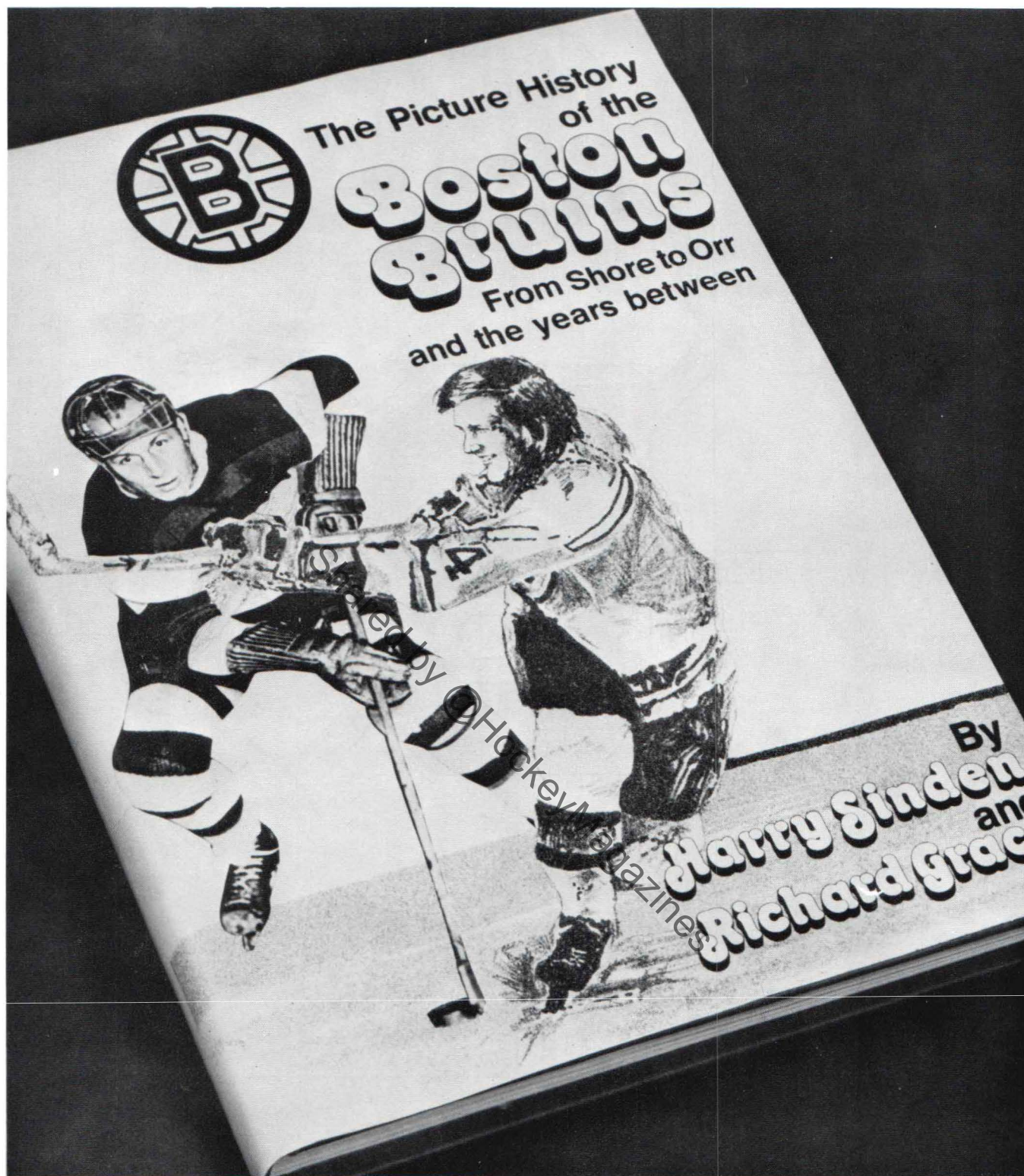
Radio Station ..... WBZ (1030)

Radio Broadcaster ..... BOB WILSON

TV Station ..... WSBK-TV CHANNEL 38

TV Broadcasters ..... FRED CUSICK AND JOHN PEIRSON





Read the exciting full story of the color, magic and comedy of hockey's "bad boys" in this 322 page book with over 250 black and white photographs and 16 pages of full color. A Boston Bruin's recap told by Harry Sinden and Richard Grace with over 500 former Boston Bruins contributing recollections and memorabilia. 15.00 Mail and phone orders filled. Write Box 191, Boston, Mass. 02101; or call 221-3131. Sales tax where applicable is additional.

**JORDAN MARSH**

BOSTON AND BRANCHES



# BOSTON BRUINS 1975-1976 SCHEDULE

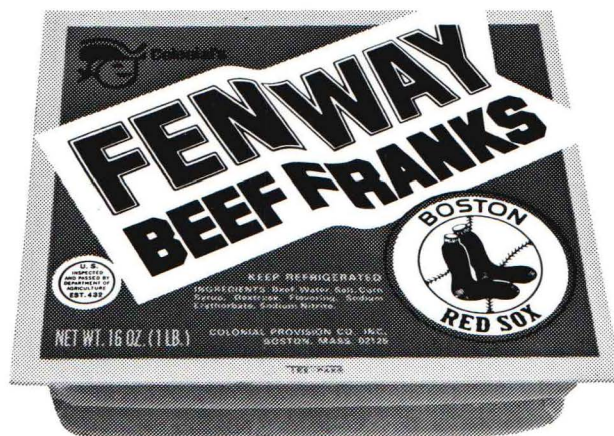
## HOME GAMES

				Bruins Opponents						Bruins Opponents	
Thurs.	Oct.	9	Montreal	4	9	Sat.	10	California Seals	3	2	
Sun.		12	N.Y. Islanders	3	3	Tues.	13	Pittsburgh Penguins	6	2	
Sun.		19	Toronto	3	0	Thurs.	15	Los Angeles Kings	4	0	
Thurs.		23	Kansas City	2	3	Thurs.	22	Buffalo Sabres	5	3	
Sun.		26	Detroit	7	3	Sun.	25	Philadelphia Flyers	5	3	
Thurs.		30	St. Louis	3	2	Thurs.	29	Chicago Black Hawks			
Sun.	Nov.	2	California	5	0	Sun.	Feb. 1	Atlanta Flames			
Thurs.		13	Minnesota	6	0	Thurs.	5	Pittsburgh Penguins			
Sun.		16	Kansas City	4	2	Sun.	8	Detroit Red Wings			
Thurs.		20	N.Y. Islanders	2	2	Thurs.	26	St. Louis Blues			
Sun.		23	Toronto	3	3	Sun.	29	Vancouver Canucks			
Tues.		25	Los Angeles	4	2	Sun.	Mar. 7	Washington Capitals			
Sun.		30	Pittsburgh	4	2	Thurs.	11	Toronto Maple Leafs			
Thurs.	Dec.	4	Washington	3	2	Sun.	14	California Seals			
Sun.		7	Montreal	2	2	Sat.	20	N.Y. Rangers			
Thurs.		11	N.Y. Rangers	1	5	Thurs.	25	Chicago Black Hawks			
Sun.		14	Vancouver	3	2	Sat.	27	Philadelphia Flyers (2:05)			
Sat.		20	Buffalo	5	3	Sun.	28	Montreal Canadiens			
Sun.		21	Atlanta	1	2	Tues.	30	Buffalo Sabres			
Tues.		23	Los Angeles	3	4	Sun.	Apr. 4	Minnesota North Stars			
Thurs.	Jan.	8	Russians	2	5						

Weekday Evenings at 7:35 — Sunday Evenings at 7:05 — Afternoons at 2:05

**BRUINS AWAY SCHEDULE ON PAGE B-46**

# Franks for the memories.



The Beef Franks with the taste that takes you out to the ballgame.





# N.H.L. Coaches

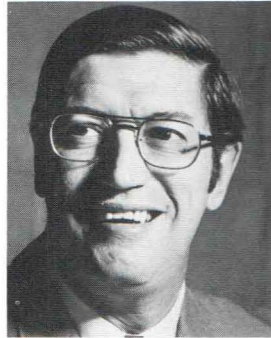


# Clarence Campbell Conference

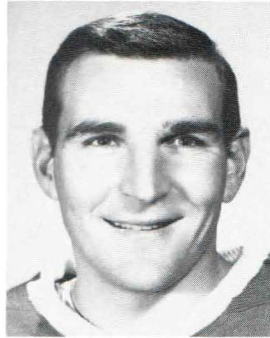
## LÉSTER PATRICK DIVISION



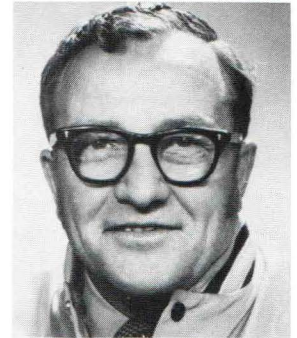
**FRED CREIGHTON**  
ATLANTA FLAMES



**AL ARBOUR**  
NY ISLANDERS



**JOHN FERGUSON**  
NY RANGERS



**FRED SHERO**  
PHILADELPHIA FLYERS

## CONN SMYTHE DIVISION



**BILLY REAY**  
CHICAGO BLACK HAWKS



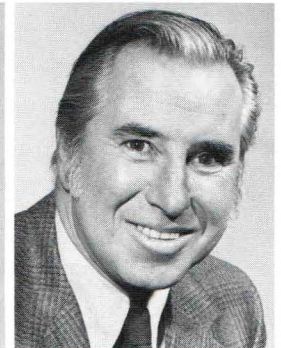
**SID ABEL**  
KANSAS CITY SCOUTS



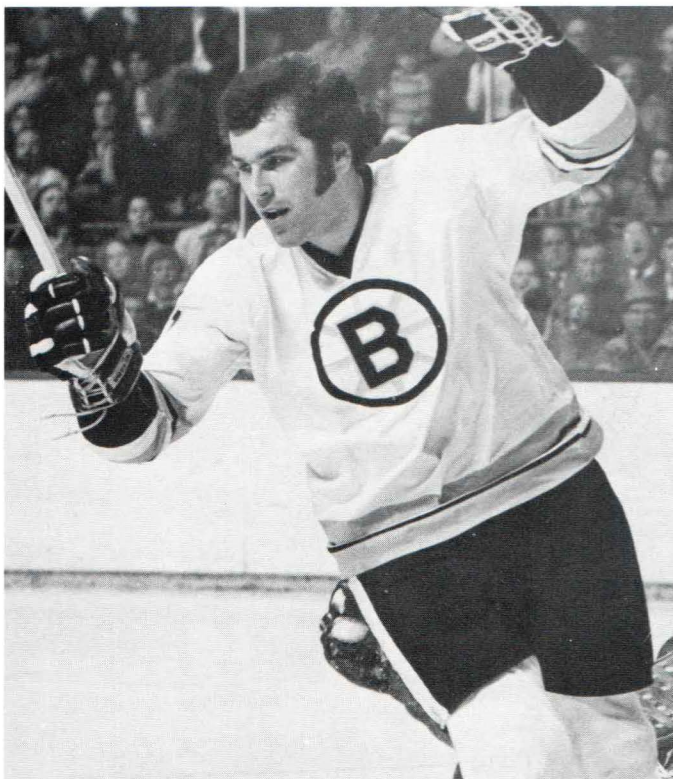
**TED HARRIS**  
MINNESOTA NORTH STARS



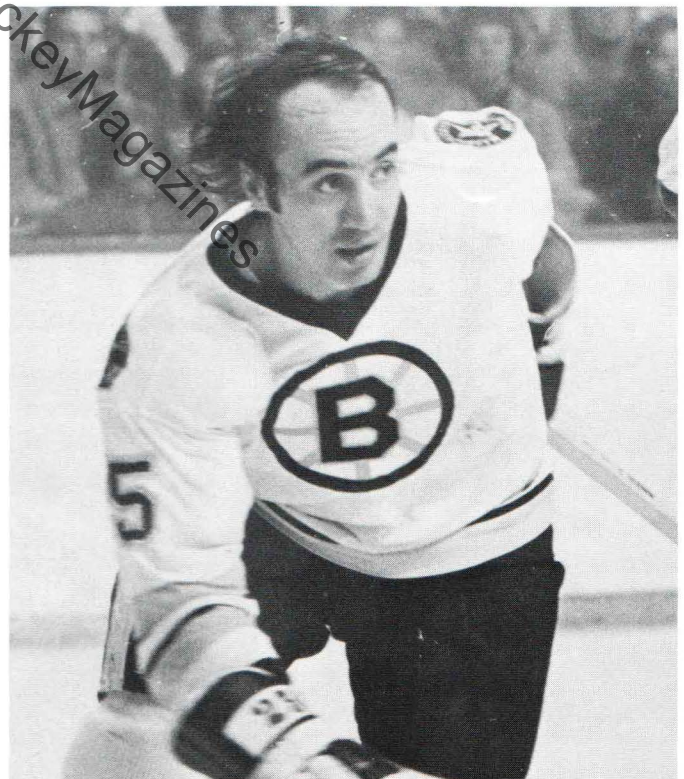
**LEO BOIVIN**  
ST. LOUIS BLUES



**PHIL MALONEY**  
VANCOUVER CANUCKS



After a 22-game hiatus because of injury, Don Marcotte is really back in form again. His up and down the ice play and solid checking have been a distinct contribution to the Bruins' winning ways. Looks too, like he's regaining that puck-netting form that made last year his best scoring year, ever.



Another real "comeback kid" is Gary Doak who was out for 40 games last season. He's now playing his consistent, solid blocking game, getting regular ice time and teamed with ice-pal Darryl Edstrand contributes to frustrating the ambitions of opposing marksmen.

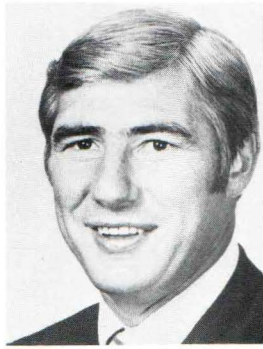




JAMES NORRIS DIVISION



ALEX DELVECCHIO  
DETROIT RED WINGS



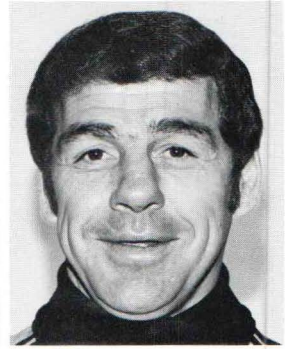
BOB PULFORD  
LOS ANGELES KINGS



SCOTTY BOWMAN  
MONTREAL CANADIENS



KEN SCHINKEL  
PITTSBURGH PENGUINS

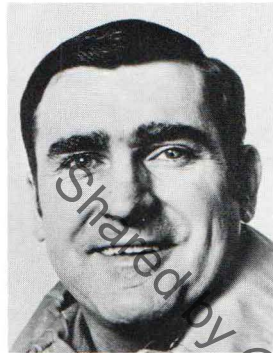


TOM McVIE  
WASHINGTON CAPITALS

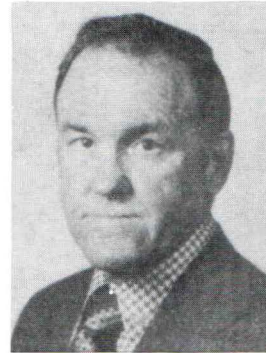
CHARLES F. ADAMS DIVISION



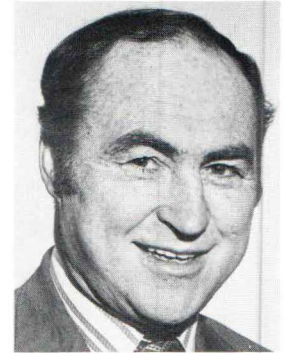
DON CHERRY  
BOSTON BRUINS



FLOYD SMITH  
BUFFALO SABRES



JACK EVANS  
CALIFORNIA SEALS



LEONARD "RED" KELLY  
TORONTO MAPLE LEAFS

**WINE ISN'T OUR ONLY  
FRUIT OF THE VINE.**

That's an Ingalls idea.  
Here's another: call 261-8900.  
Ingalls Associates Inc., Advertising.





To help fight inflation you can do a little slashing in your advertising budget without reducing coverage or impact.

Outdoor Advertising offers a lower cost per thousand than any other major advertising medium.

Be an inflation fighter...Buy Outdoor Advertising and there will be no penalty for slashing.

## John Donnelly & Sons

BOSTON • WORCESTER • PORTLAND • BALTIMORE • NORFOLK • MIAMI

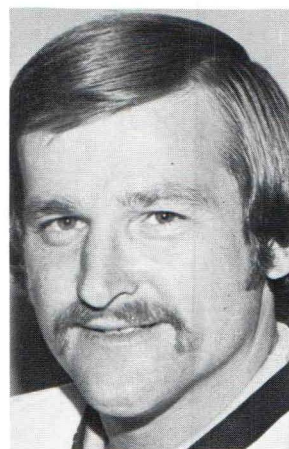




# Small! But oh my!

## GREGG SHEPPARD'S REACTIONS, INSTINCTS AND DETERMINATION MAKE UP FOR LACK OF SIZE

By FRANCIS ROSA  
Boston Globe



ISN'T it strange that in football there can be someone known as Too Tall Jones—but no one in hockey ever thinks of Gregg Sheppard as Too Short Shep?

It isn't strange at all, really, because you hardly notice that Gregg Sheppard isn't very tall. Want to know why? Because he does so many things so well on the ice that you forget he's about 5-7 (or 5-8), weighs maybe around 170 pounds. It's easy to forget, too, because he plays about 6-1, 190.

"He's a big small," says coach Don Cherry.

"Look at his forearms," says Harry Sinden, "that's what makes him such a good forechecker."

And now here this is Not Too Short Shep bordering on stardom for the Bruins—more appreciated since Phil Esposito was traded to the Rangers, more visible because he's getting more ice time.

"That's what it's all about," says Sheppard himself, "getting more ice time. I'm no different than I ever was, I'm just on the ice more." And that makes his talents more visible.

"It's easy to play well when the team is playing well," said Sheppard. "It's a contagious thing. When everything is going well everybody is more confident. That's what happened to us in November and December." You'll remember that in a space of less than 20 games the Bruins went from 10 points behind Buffalo up to a first place tie.

Sheppard was one of the reasons, but he says there were others, all of the other Bruins.

More and more this season he has taken to moving bigger players off the puck and leaving it loose for a Dave Forbes or a Brad Park. "I've been able to do it more on penalty killing," said Sheppard, "because I'm out there with Forbes and he's so fast if I can obstruct someone he can fly to the puck and be off."

He doesn't really notice who he's hitting—or their size. He simply plays the game and if the

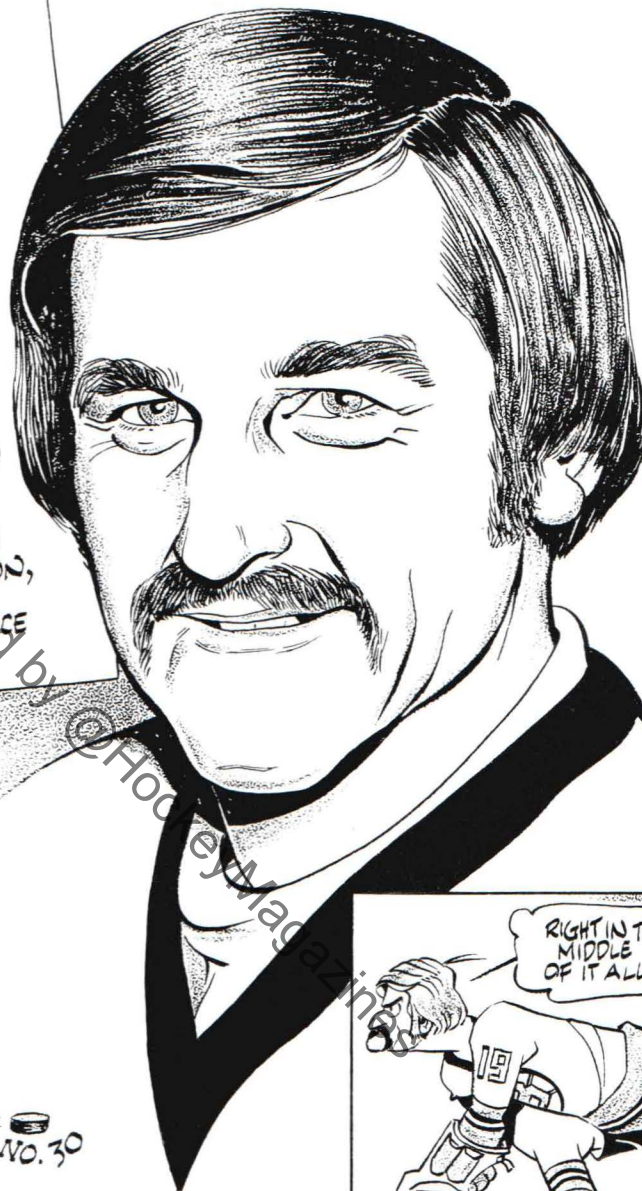
(Continued on Page B-9)





1

ALTHOUGH IT IS DOUBTFUL SAX ROHMER HAD HIM IN MIND WHEN HE WROTE "DOCTOR FU MANCHU", THERE IS NO DOUBT THAT LUIS TIAUT BROUGHT TO THE DOCTOR'S FAMED MOUSTACHE AN ADDED DIMENSION, ONE OF SPORTS GREATNESS AND AN ABILITY TO ATTAIN PEAK PERFORMANCE UNDER FIRE...



MA FOIS!  
ENOUGH'S  
ENOUGH...I'M  
PAINTING A  
MANCHU ON  
MY MASK!



2

... AND CERTAINLY THE BRUINS' **GREGG SHEPPARD** IS CARRYING ON THE TIAUT DIMENSION... ON A TEAM THAT HAS BEEN NOTED FOR OUTSTANDING CENTER ICEMEN, HE HAS EARNED STAR STATUS AND SHOULD TOP LAST YEAR'S BEST-EVER SEASON OF 78 POINTS, INCLUDING A CLUB RECORD - EQUALLING MARK OF SEVEN SHORTHANDED GOALS IN A SEASON INCLUDED IN HIS 30 GOALS SCORED...

RIGHT IN THE  
MIDDLE  
OF IT ALL!



3

...AND THE B'S MIDDLEMAN DOES IT ALL - QUICK-DRAW ON FACE-OFFS, EXQUISITE PUCK HANDLING, PLUS WORKING POWER PLAYS AND PENALTY KILLING IN ADDITION TO TAKING A REGULAR TURN... AND RUMOR HAS IT HARRY SINDEN MAY DEMAND ALL BRUINS GROW A MANCHU MUZZY IMMEDIATELY - WHICH IS AS IT SHOULD BE, EH?

B2B



## SMALL, BUT—

(Continued from Page B-7)

situation calls for him to hit someone he does — whether it be a little man or a big man. "I don't know who they are really," he said. "They'll hit me the same as they'd hit anyone else. Sometimes I can't knock down some of them. They're too big. I can't destroy them physically. So I try to destroy them mentally." The picture of Gregg Sheppard spotting a man four inches and 20 pounds and moving him out of the play is something no big man wants to contemplate. It destroys them — mentally.

Sheppard is free-wheeling more this season — especially since Esposito was traded. He knows that he's one of the men who had to pick up the scoring void created by the trade—but he has not responded to his new status by becoming a mad bomber.

"It's expected of me," he said, "to be more offense minded with Phil gone."

The trade also created another twist in his life on the ice. He's



killing penalties now as often as he did in his first season. And along with Dave Forbes gives the Bruins the most offensively dangerous penalty-killers in the league.

"But we don't lose sight of our primary function," says Forbes. "The first job still is to keep the other team from scoring but we're ready to jump on an opening when it happens."

Sheppard is in his fourth season with the Bruins and has played with a variety of wingers. Johnny Bucyk has been pretty constant on the left side. On the right side, this season, he has had Ken Hodge and Wayne Cashman. "A center couldn't ask any more from his wings than what these guys are giving me," Sheppard said. "They've all been good linemates for me."

The thing you really can't help noticing about Sheppard, especially this season, is that puck seems to come to him. It doesn't matter if he's forechecking or backchecking, the puck bounces around off the boards, off someone's skates and what-do-you-know, there it is on Sheppard's stick. "He's just fantastic," says another Bruins' center, Andre Savard.

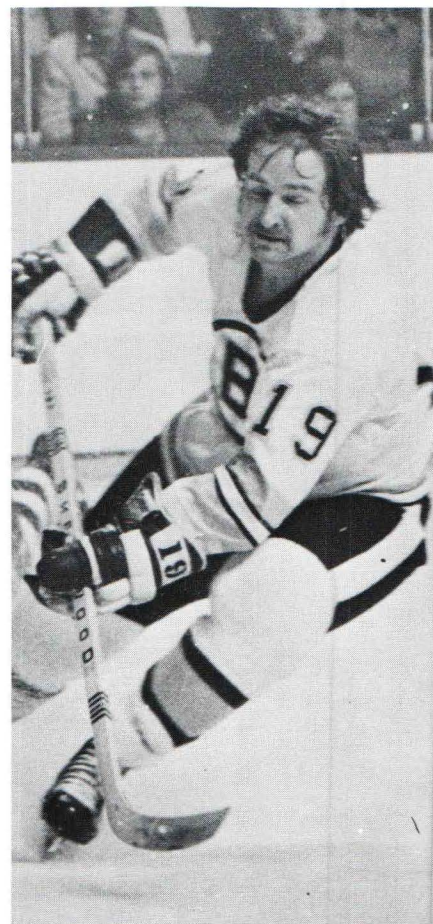
Sheppard started playing hockey in Battleford, Saskatchewan — where he once (as a young teenager) worked in the local rink. The salary was magnificent: No dollars, no cents, just free ice time and free admission to hockey games.

At one time in his life he thought he'd like to be a veterinarian and his interest in his animals has launched his off-the-ice-life into another direction.

Last summer he bought a 640-acre farm in Unity, Sask., and has "about 70 head of cattle, a French breed, Charlerois." He has a new bull of the same breed that he bought recently in Kansas City. "My partner runs it while I'm playing hockey," Sheppard said.

He sees hockey as a "reaction sport," which it is—and maybe explains why his size isn't really a critical factor in his play.

He has all the natural reactions, an instinct for the puck. And determination. Emile Francis, gen-



eral manager of the New York Rangers, once said, "He has more determination than any hockey player I've seen in a long time. I've never seen him play a bad game."

"Nobody ever really came right out and told me I was too small to play professional hockey," said Sheppard. "Not as a junior, not as a pro. But they had this way of looking at me. I knew what they were thinking. I could sort of read their minds."

He has one other knack—which is the total of his reactions, instincts, determination. He is at best in playoff games, crucial games.

"I don't sit around psyching myself up," he said, "and I can't explain it. I've always been a playoff player even in my junior days. I guess it's something like this: Hockey is my sport and the playoffs are the biggest things in hockey. Why shouldn't I be ready to do my best in those games? It's my business."

He paused for a second.

"I love the playoffs. I live for them."



# OVER A SEASON THE COULD SAVE YOU ENOUGH FOR A SEASON TICKET.

Gas — 60¢ to 70¢ a gallon. Parking — up to \$4.

General wear and tear on your car — over 20¢ a mile. That's the price you pay for driving to the Garden.

There's a way to beat the cost though, and the traffic, too. The T.

For just 25¢ you can take our Orange or Green lines directly there. If you live out of town, leave your auto at one of our convenient Park-and-Ride lots and make connections at Park Street or Government Center.

The name of the game is save money.  
Take the T and do it all season long.



**we're getting there.**



# He Hustles and He Hits . . .

—NOBODY COULD ASK FOR MORE

By JOE GORDON  
Quincy Patriot-Ledger

**T**HE FIRST time Joe Zanusso walked into the Bruins dressing room he heard someone call, "Hey, Taz." When he turned to respond he was surprised to see Terry O'Reilly also answer the call.

Taz, you see, is short for Tasmanian Devil, and that has been O'Reilly's monicker since his earliest days as a Bruin, and, as we all know, the name fits well.

But Zanusso had also earned the nickname for his style of play, which reminded some of his teammates in another town, in another time, of the cartoon character who makes his entrance in a cloud of dust and leaves the premises in a shambles.

Indeed, Zanusso had earned himself a name, but it was not a National Hockey League name. And when The Trade was made on Nov. 7 in Vancouver people hereabouts wondered, once the shock of losing Phil Esposito had subsided, who this guy Zanusso was.

"The biggest spare tire in hockey history," is what Zanusso said at first, the comment making the pages of Sports Illustrated. After all, he was the fifth wheel in the biggest deal of them all. But to a thousand people less than 50 miles down the road from Boston, Zanusso was much more than a spare tire. He was the guy on the Providence Reds who got the team rolling in top gear.

When Joe arrived in Boston a few days after the trade there was a six-foot long letter in the dressing room, signed by several hundred of Zanusso's Providence fans. The letter, sent to General Manager Harry Sinden, implored the Bruins to give Joe a chance to demonstrate to Bostonians the kind of hustle and desire he had shown for Rhode Island fans.

"It was a tremendous feeling," recalled Joe. "Here I was getting all that attention from the press because of the letter and I had played only a few games in the NHL."

Zanusso is realistic about his talents, about what he can and can't do. He is not inexperienced, on the ice or off. He turned 28 in September, and had he not been traded out of the Rangers organization this may have been his final season as a hockey professional.

He played three years in Fort Worth of the Central League after finishing his amateur career in the



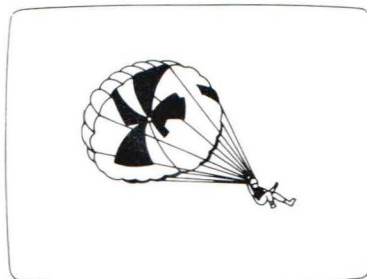
(Continued on Page B-13)



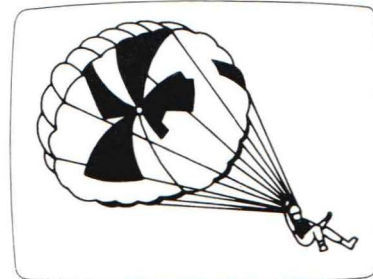
# 1976 **ZENITH** 100% SOLID-STATE **CHROMACOLOR® II**

Just press a button  
on remote control unit

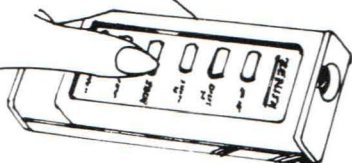
and  
**ZOOM**



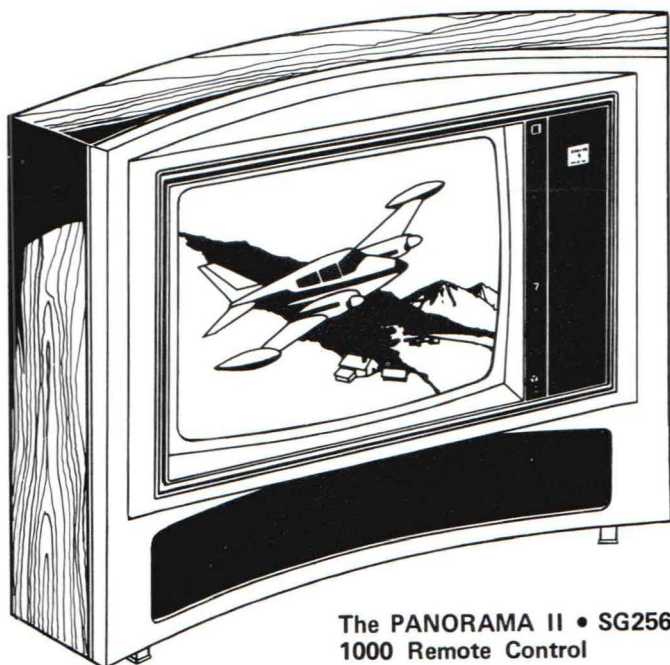
NORMAL PICTURE



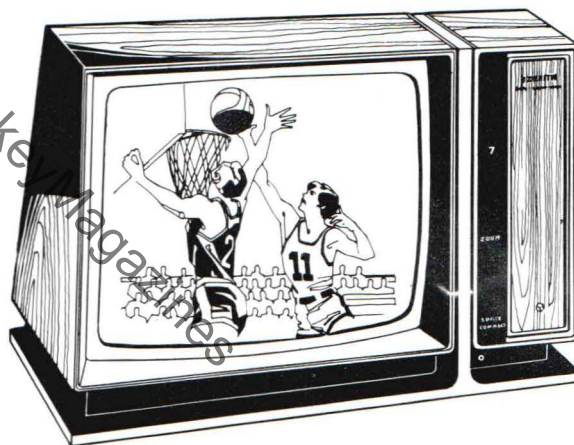
ZOOM PICTURE



you get  
**INSTANT CLOSE-UPS!**



The PANORAMA II • SG2564X  
1000 Remote Control



**19"**  
DIAGONAL

The GREENBRIER • SG1990W  
Zoom Space Command® 1000  
Remote Control

Now you don't have to wait for  
"instant replay." "ZOOM" in on  
the action when it happens!

**SEE ZENITH "ZOOM"**  
**AT YOUR LOCAL**  
**ZENITH DEALERS**

**25" giant-screen console tv**  
DIAGONAL



## HE HUSTLES, HE HITS

(Continued from Page B-11)

Eastern League. When the World Hockey Association began, Joe jumped, going to play with Bobby Hull for the Winnipeg Jets, and it was there he earned the Taz as well "Jumpin' Joe" nicknames.

It was also there he learned a lot about playing defense and part of what he learned was that he had quite a bit to learn. He was let go by Winnipeg and from there hooked up with the Rangers. Before he went to the WHA he was owned by Detroit, but traded with a draft choice, to New York for Rick Newell and current teammate Gary Doak in May of 1972.

When he signed with the Rangers he found himself back in the minors, with the Providence club, and there Zanuszi began playing impressive hockey. In 64 games last season he scored 22 goals and added 36 assists for 58 points. He had also been called up to the Rangers for a period of eight games, and after the call-up his hopes soared that he might make the Rangers this fall.

"Before camp began this fall I told my wife that I would give everything I had to make the NHL this season and that if I didn't I would probably stay home next season," explained Zanuszi.

"I'm 28 years old and I had a good camp, but I was sent down to Providence and was kind of bitter about it. Even on the first day of camp I could tell it didn't look good because I was paired with Dale Rolfe, who could hardly stand up on his skates (because of injuries)," he went on. "I called my wife and told her we'd probably be going to Providence.

"I still had a good camp and when they sent me to Providence I was told by Emile Francis (Ranger GM) that he'd do anything he could for me in the way of a trade if he had a chance. He made a promise to me and he kept it—I wound up with the Bruins."

### "THE BIGGEST SPARE TIRE IN HOCKEY HISTORY"

Now, after a disappointing setback in training camp, Zanuszi was faced with the prospect of playing for Rochester, the Bruins AHL affiliate, and starting all over again with another organization.

"When the trade was made I spoke to Harry Sinden and he told me I'd be going to Rochester until the Bruins felt they needed me in Boston," explained Joe. "I went to Rochester and played two games there, and was even beginning to look for a place to live when my coach there (Dick Mattiussi) walked in one day and told me to get to Boston."

And when Joe arrived here he found himself in the lineup and playing regularly the very first night. All three former Rangers in the deal made their Boston debut in Bruins uniforms on the same night, in

an emotional win over the North Stars, and Zanuszi was immediately accepted by Boston fans. He hustled and he hit, and nobody could ask for more.

"I didn't know if they just wanted to take a look at me or what, but I was surprised to play as much as I did at first," he related. "Now I've been told I'll be in Boston, but that doesn't mean I'll play regularly."

Starting in the middle of December, in a Saturday night game against Pittsburgh, Zanuszi found himself on the bench. Coach Don Cherry decided the team would be better off with four steady blueliners, and Zanuszi was confined to spot duty. But his point work had been appreciated enough to earn him several shifts on the power play.

"Because I've always played regularly wherever I've been I'm finding out what it means to sit on the bench," Zanuszi said. "The main feeling I have is that I'd like to be able to contribute more to the team in some way.

"I've learned that you get more tense and afraid to make mistakes when you don't play a regular shift, but that feeling is gone as soon as you get more ice time. I've also learned that if you are sitting on the bench and continue to eat the way you did when you were playing regularly you put on weight. I have to work harder in practice to keep it down."

Zanuszi is patient, it's a trait he has been forced to learn in his career. He was not a child star like so many others, and he has seen young kids right out of junior hockey play beside him with a paycheck that would make his look miniscule.

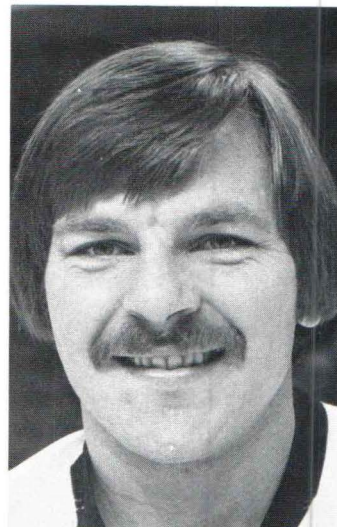
"And most of those kids don't even know where their money is," he said. "They get some kind of allowance from their agent and the rest is put away some place."

Zanuszi has learned to make ends meet, and he has learned to appreciate what he does have because he has had to work and wait for them. What he has now is a chance to be a major leaguer in an organization that is highly regarded by other major leaguers. When players are traded to Boston they are generally well-treated here, and they know that before they even get here, by word of mouth.

Now the Zanuszi family, which includes two boys, age four and two, is looking for a place to live on the North Shore, near Joe's teammates. They have been living in North Attleboro because it was handy to Providence, but they would like to get closer to Boston.

"My wife would like to get involved in the functions the other players' wives have," said Joe, "but it's hard finding a place with a five-month lease."

At least Joe appears to have found a five-month lease in the Bruins dressing room, his home away from home, and he is working hard to get a down payment in on his future home with the Bruins.







Montréal 1976

Shared by @HockeyMagazines

## To millions of Canadians, he's beautiful.

It's pretty hard not to like a guy whose livelihood depends on how successfully he can stuff himself between a rock-hard puck screaming at 100 miles an hour and an opening 4 feet high and 6 feet wide.

But in a country where kids learn to skate practically before

they even learn to walk, it's no surprise that hockey players are treated like royalty.

Some of what he does best, he'll be doing in Canada.

Which brings us to the point of this ad.

We're Air Canada. And we'd just like to remind you that if you're planning to follow your favorite

team into Canada this year, we fly to more Canadian cities from more U.S. gateways than any other airline.

And we'd love you to come with us.

**AIR CANADA** 



# Coaching's Loss - Hockey Fans' Gain

By HERB RALBY

**L**YNN PATRICK, when he was coach and general manager of the Bruins, always maintained that his right winger, Johnny Peirson, would some day make a good coach.

Milt Schmidt who played with Peirson on the Bruins and later was his coach, echoed Patrick's sentiments.

Peirson, now the analyst on the Bruins' telecasts with Fred Cusick on Channel 38, would have liked to have had a shot at coaching but the opportunity never came.

"I had aspirations of a coaching career my last year with the Bruins," revealed the black-thatched Peirson who skated the right wing for the Bruins for 10 years. "I would liked to have tried it. You never really know how it would have turned out.

"But right now I'm happy to be doing what I'm doing and to be associated with the game."

Patrick and Schmidt tabbed Peirson as good coaching material because he had something which is a rare quality—imagination. His keen analytical mind could size up situations and make the snap decisions that win games.

Like the time the Bruins were playing the New York Rangers at the Garden late in the season in a game which had an important bearing on a playoff post back in the days of the old six team NHL.

Bruins were leading by a goal with less than two minutes to play and had two men in the penalty box while the Rangers had one man off. Besides the Rangers had their big gun, Andy Bathgate, on the ice and with the sides down to four to three advantage for them, Bathgate had plenty of skating room.

Peirson sidled over to Coach Schmidt on the bench and suggested that he send somebody out on the face-off to start something with the Rangers' center to draw him into a penalty.

His reasoning was the penalty wouldn't affect the Bruins because they were already two men short and their penalty would only be a delayed one. But the Rangers would be down to three men and the sides would be even.

Out went Jerry Toppazzini to face off with Dave Creighton and when the referee dropped the puck Toppazzini tore into Creighton and both went off for roughing. The sides were even and the Bruins held onto their one goal lead and the important victory.

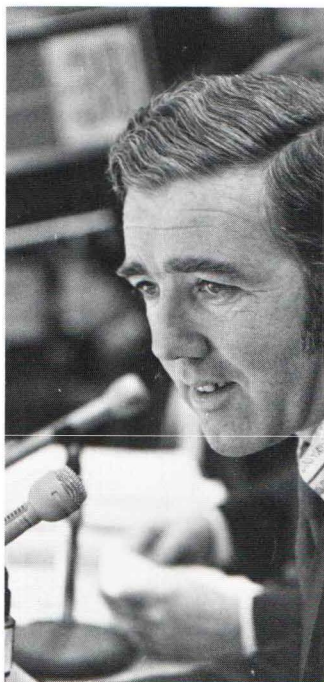
"I made it a point of never to interfere with the coach," said Peirson. "I did offer a suggestion now and then but they were mostly at team meetings. We always had a meeting before a road game and once in a while before a home game. We were invited to speak up if we had any suggestions. There were a few of us who usually did."

One of those times was in the 1953 playoffs in Detroit against the heavily favored Red Wings.

Detroit had finished first and were favored to win the Stanley Cup with a powerhouse that included Gordie Howe and Ted Lindsay up front and Terry Sawchuk in goal. The Bruins had wound up in third place, making the playoffs in the last week of the season.

The Bruins' coach was Patrick who had one of those inventive, imaginative minds. Lynn devised the

(Continued on page B-17)





# If there were a better tasting whiskey we wouldn't be number one.

Seagram's 7 Crown is the No. 1 selling whiskey in the whole U.S.A. for one reason and one reason only. It's got a taste that's in a class by itself. A taste that's always right, always smooth. Try it straight or any way you like it. You'll discover why 7 Crown is No. 1.

**Say Seagram's and Be Sure.**





(Continued from page B-15)

now famous "shadow" strategy. Veterans Woody Dumart and Joe Klukay, two standout defensive players, were to check Howe and Lindsay respectively.

"The thought behind the strategy," explained Peirson, "was if we could contain Howe and Lindsay, we could win."

Well, the first game of the series in Detroit was a disaster, the Wings walloped the Bruins, 7-0.

"At our meeting before the second game," recalled Peirson, "some of the players wanted to junk the shadow system. Lynn wanted to stay with it. So did I, along with a few others. Finally it was decided to try it once again with a few adjustments.

"What happened in that first game was that Dumart and Klukay were switching sides with Howe and Lindsay when they went to their off wings. That was confusing the defensemen to have the players crossing over from side to side.

"We decided that Dumart and Klukay should stay on their wings and pick up Howe and Lindsay instead when they crossed over. Of course, Milt Schmidt was the big man because he free-lanced at center.

"Well, it worked. We won the game and finally the series."

Coaching's loss has been the TV hockey fans' gain because with Peirson explaining what happened and more often than not anticipating what is going to happen, they get an insight into the game they never would have had.

"I enjoy the game and what I'm doing," he says. "I feel I have a sound working knowledge of what is going on and hope I can project to the viewers what is going on as a result."

From his vantage point in the TV booth, the "coach" in Peirson still comes out. What bothers him most is how unsound so many of the players are in the fundamentals of the game.

"Not enough stress is placed on teaching the fundamentals to the young players," he feels. Even the guys who have been around a while—you see them making the same mistakes night after night. If a teacher tells you, you have continually misspelled a word, you learn to spell it correctly. If a player makes the same mistake night after night, he should be made to correct it.

"After all, winning and losing depends upon the execution of fundamentals. That's why Philadelphia is so good. They execute correctly."

Peirson also cleared up one point of his own career. After the Bruins had been eliminated by Canadiens in Montreal in the 1957 playoffs, he was charged by former NHL linesman, George Hayes, with belting him with his hockey stick across the legs as the game ended.

"He never liked officials," charged an enraged Hayes at the time.

"I never had anything against the officials," laughed Peirson, "and besides Hayes' version of that was slightly incorrect. First off, I used to yak at the officials because the big guys like Howe, Lindsay and Rocket Richard always did it and got away with it. And by yakking it seemed to give them an advantage. I felt if we did it too we'd get our share of breaks.

"But the Hayes thing, I didn't wallop him with my stick. I tripped him as he picked up the game puck. I wanted it and he beat me to it.

"Besides, it cost me \$25 in a fine for the report he turned in which was all wrong."

## HOCKEY FANS!!!

meet at



### BOSTON:

132 Portland Street

125 Pearl Street

291 Devonshire Street

234 Friend Street

**LYNNFIELD, ANDOVER,  
HINGHAM/ROCKLAND**

## Keeping score?

The Home Savings Bank is ahead, with high interest rates on term certificates, several types of savings accounts, and Super NOW, the totally free savings/checking account.



**home  
savings  
bank**

69 Tremont St. / 410 Stuart St. / One Washington Mall / 275 Hanover St. / Boston  
723-1600 Deposits insured in full. Member of FDIC  
and Deposit Insurance Fund of Mass.



# GILLES GILBERT

Making save after save that have bordered on the sensational, Gilbert's goal tending contributed greatly in the Bruins surge, during the past few weeks, from ten points behind to the top of the Adams division. He thrives on hard work and is performing with even greater eclat than in the '73-'74 season, his first with Boston, coming from Minnesota North Stars in a swap for Fred Stanfield.




Another  
Famous  
Boston  
Landmark...



## Polcar's

### Ristorante Italiano

283  
Causeway  
Street  
Boston



ONE  
MINUTE  
FROM  
NO. STATION

Founded 1922  
742-4142




It's the  
real  
thing.  
Coke.



Bottled under the Authority of the Coca-Cola Co.

By  
THE COCA-COLA BOTTLING COMPANY  
OF BOSTON





*John Gilbert*





## CONTACT: LEISURE PARDNERS

Leisure suits for contemporary,  
young spectator sports.

Brushed cotton jackets, zig-zag  
stitched with snap closing.

Matching jeans, zig-zag  
stitched with the neat  
European fit and flare.

Easy looks for easy living.

From the Pardners Collection

by Contact. Wheat, copper  
or dark green. The jacket  
sizes 36 to 42. \$19.

The jeans sizes 29 to 36. \$17.

Young Breed — The Men's Store —  
second floor Boston, and Burlington, Chestnut Hill,  
Natick, Northshore, Southshore and Warwick, R.I.





**"It Pays to  
Shop the  
Finast Way"**

**Serving New England Families For Generations !**

## ST. LOUIS SCOUTING REPORT

by GARY MUELLER

*St. Louis Post-Dispatch*

The last time St. Louis visited Boston Garden, on Oct. 30, an old friend was making his debut in a Blues uniform. That, of course, was Derek Sanderson.

You might recall that Sanderson scored a shorthanded goal on one of his first shifts on the ice, but the Bruins survived and went on to beat St. Louis, 3-2, in a game that was highlighted by John Bucyk's 500th NHL goal.

The St. Louis players, coach and front-office types all were expressing great optimism for the Blues now that they had acquired Sanderson.

"He's changed, he's grown up and he's ready to be serious about his hockey," Sanderson's attorney, Bob Woolf, told disbelieving Boston reporters that night back in October.

"You wait until the next time the Blues are back here," said one Boston writer. "You'll see that getting Sanderson was no bargain. All he is is trouble."

Well, the Blues are back again. And Sanderson has indeed been nothing but trouble — for opposing teams. Centering a line that features two of the best-skating wingers in the NHL, Chuck Lefley and Claude Larose, Sanderson has turned in the best hockey of his career, or at least the best since the last of his good years with the Bruins, which was 1971-72.

"This is the first time I've ever had two wingers like these two guys," said Sanderson. "The way they can skate, it's embarrassing just to take line rushes with them in practice. When we first started playing together, I'd be 40 feet behind both of them skating up the ice. Now, I'm only about nine feet behind and I think that's going to be a career best. I'll never get any closer to those two guys.

"It's the first time I've really been in shape for at least three years. I always thought I was in shape, until I started skating with Charlie and Rosie, I didn't realize how far out of shape I was."

In the first 28 games that Sanderson, Lefley and Larose played together, they piled up 42 goals and 52 assists.

"We just seemed to fit together right away," said Lefley, who also teams with Sanderson on the Blues' top penalty-killing unit, which leads the NHL in shorthanded goals.

Sanderson's new image includes passing the credit to his linemates rather than keeping it all himself.

"Rosie and Charlie make the line go," said Sanderson. "You see a guy like Rosie going into the corners and working his butt off and it embarrasses you if you aren't working just as hard.

"And Charlie — have you ever seen anyone skate like he does? It was a shame he wasn't on the All-Star team, we have to start letting people know just how good a player this guy is. His anticipation and speed are great and that shot of his can go right through a goalie."

Obviously, Sanderson is enthusiastic about playing on a line with Lefley and Larose.

"It's the best I've felt since I played with Eddie Westfall as my right winger all those years with the Bruins," said Sanderson. "But we never had a left winger. They'd always give us whoever the latest guy was that they'd called up from the minors."

*(Continued on page B-31)*



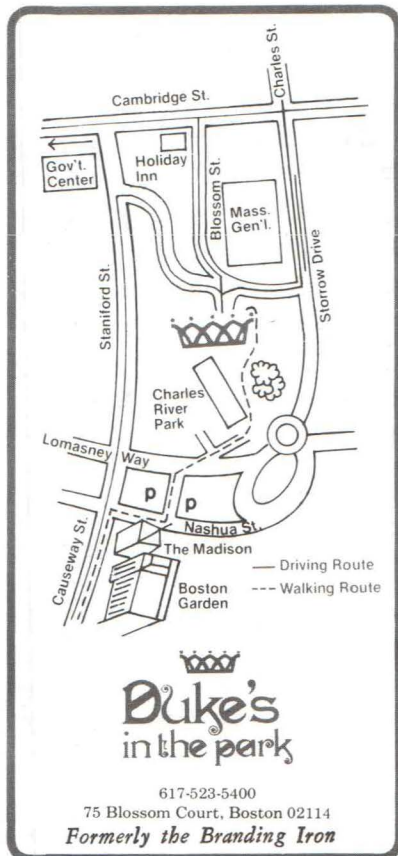
# You Still Have Time to Dine From a Linen Tablecloth

*Even if the game goes into overtime!*

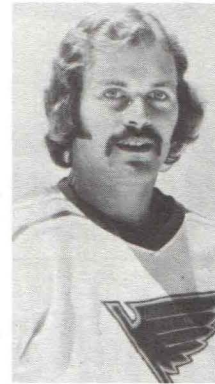
We're serving full dinners, including our popular "Steak à la Duke," a generous cut of sirloin covered with Roquefort cheese in a butter sauce, right up to midnight. We're happy to see you at 11:30. The linen and silverware are still on the tables. No short shrift or fast menus. After dinner, our lounge will serve you until last call just before two, and the group will be playing top forty pop until last call. We're just a 5 minute walk from the Garden, or if you prefer, drive over and we'll provide free valet parking.

Your Host,

**Gino Cappelletti**



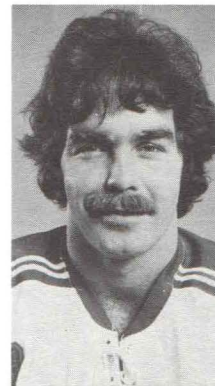
## ST. LOUIS BLUES



C. LEFLEY



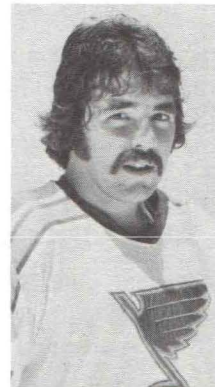
G. UNGER



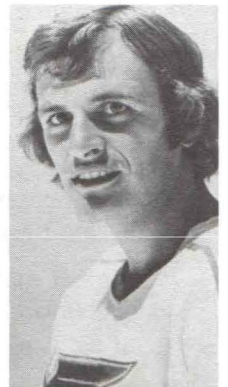
D. SANDERSON



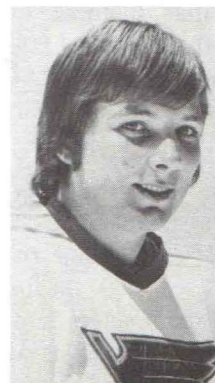
G. BERENSON



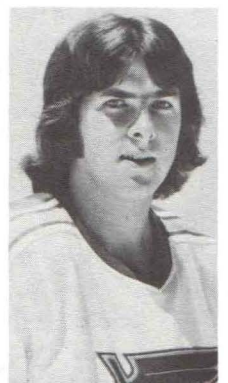
R. MacMILLAN



P. PLANTE



J. BUTLER



R. HESS





**CHRISTIAN  
BROS. INC.**

Represented by David G. McCarthy & Assoc.  
(617) 245-0235

# HOCKEY STICKS MADE BY HOCKEY PLAYERS



**CHRISTIAN BROS. INC.**

Warroad, Minnesota 56763

Hockey Town, U.S.A.

(218) 386-1111

## ST. LOUIS BLUES 1975-76 ROSTER

NUMBER	PLAYER	HEIGHT	WEIGHT	BIRTH DATE	1974-75 Club	1974-75 Record G A Pts
<b>FORWARDS</b>						
9	RED BERENSON	6-0	195	12- 8-39	Detroit-St. Louis	15-22-37
10	RICK BOURBONNAIS	6-0	186	4-20-55	Ottawa Jrs.	21-37-58
17	JERRY BUTLER	6-0	170	2-27-51	N.Y. Rangers	17-16-33
27	TED IRVINE	6-2	195	12- 8-44	NY Rangers	17-17-34
12	CLAUDE LAROSE	6-0	170	3- 2-42	Montreal-St. Louis	11-19-30
25	CHUCK LEFLEY	6-2	185	4- 9-50	Montreal-St. Louis	24-28-52
21	BOB MacMILLAN	5-10	185	12- 3-52	NY Rangers	1-2-3
6	LARRY PATEY	6-1	185	2-17-53	California	25-20-45
16	PIERRE PLANTE	6-1	180	5-14-51	St. Louis	34-32-66
19	DEREK SANDERSON	6-0	175	6-16-46	N.Y. Rangers	25-25-50
18	FLOYD THOMSON	6-0	190	6-14-49	St. Louis	9-27-36
7	GARRY UNGER	5-11	170	12- 7-47	St. Louis	36-44-80
11	BERT WILSON	6-0	180	10-17-49	NY Rangers	5-1-6
<b>DEFENSEMEN</b>						
4	BRUCE AFFLECK	6-0	190	5- 5-54	Spr.-Salt Lake-St. Louis	1-19-20
3	BOB GASOFF	5-10	190	4-17-53	Denver-St. Louis	6-25-31
23	BOB HESS	5-11	185	5-14-55	St. Louis	9-30-39
8	BARCLAY PLAGER	5-11	175	3-26-49	St. Louis	4-24-28
5	BOB PLAGER	5-11	195	3-11-43	St. Louis	1-14-15
2	RICK SMITH	5-11	200	6-29-48	Minnesota (WHA)	9-29-38
22	RICK WILSON	6-1	195	8-10-50	St. Louis	2-5-7
<b>GOALTENDERS</b>						
30	YVES BELANGER	5-11	170	9-30-52	St. Louis	Min. Play 640 GA 29 SO 1 Avg 2.72
1	EDDIE JOHNSTON	6-0	190	11-24-35	St. Louis	1800 93 2 3.10

Coach—Leo Boivin

Vice-President/Hockey Operations: Denis Ball

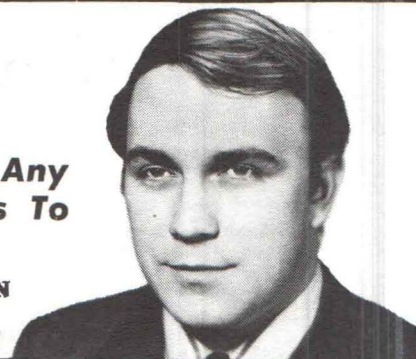
Trainers—Tom Woodcock and Alan Mathieu



## WARNING

*The Purchase Of A New "Ford" From Any  
Other Dealer, Could be Hazardous To  
Your Pocketbook.*

JOHN B. HADDON  
President and  
General Manager



1010 PLEASANT STREET Route 60 BELMONT

489-2400

Open evenings til 10

We Sell Cars But Satisfaction Is Our Business

**BEST SERVICE  
IN NEW ENGLAND**





379 North Rd. Telephone 275-0900

*Trust Us!  
The Pro's do.*

- Skate Sharpening and Radius Work
- Boot Stretching
- Boot Notching and Reinforcing
- Helmet Shields and Cages Attached
- Equipment Repair

CCM—Bauer—Hyde—Riedell—Lange—Koho  
Cooper—Wilson—Titan—Northland—Jorspo

Open Friday Nites 'til 9:00 P.M.

**You've made us  
number**



How about three cheers for French's the all American mustard. It outsells all the other brands combined.

French's mustard served exclusively at The Boston Garden.



**we make your life delicious.**

The R. T. French Company One Mustard Street, Rochester, N. Y.

## NATIONAL HOCKEY LEAGUE STANDINGS OF THE CLUBS

(As of Sunday, February 22, 1976)

### PRINCE OF WALES CONFERENCE

#### CHARLES F. ADAMS DIVISION

TEAM	GP	W	L	T	Pts.	GF	GA
BOSTON	59	38	11	10	86	234	168
Buffalo	61	33	18	10	76	252	184
Toronto	60	25	24	11	61	217	212
California	61	22	32	7	51	194	210

#### JAMES NORRIS DIVISION

TEAM	GP	W	L	T	Pts.	GF	GA
Montreal	61	43	9	9	95	257	135
Los Angeles	62	30	25	7	67	204	204
Pittsburgh	61	26	25	10	62	255	232
Detroit	61	19	34	8	46	164	233
Washington	62	7	48	7	21	168	309

### CAMPBELL CONFERENCE

#### LESTER PATRICK DIVISION

TEAM	GP	W	L	T	Pts.	GF	GA
Philadelphia	60	38	10	12	88	263	165
NY Islanders	60	31	17	12	74	227	145
Atlanta	62	27	27	8	62	198	182
NY Rangers	61	23	32	6	52	203	250

#### CONN SMYTHE DIVISION

TEAM	GP	W	L	T	Pts.	GF	GA
Chicago	60	24	19	17	65	183	180
Vancouver	60	25	24	11	61	205	202
St. Louis	59	22	28	9	53	184	209
Minnesota	60	17	39	4	38	147	221
Kansas City	60	12	40	8	32	144	258

#### BRUINS UPCOMING GAMES

Friday, February 27 — Washington Capitals at Washington  
Sunday, February 29 — Vancouver Canucks at Boston Garden, 8:05 P.M.  
Wednesday, March 3 — Los Angeles Kings at Los Angeles

### BRUINS SCORING

(As of Sunday, February 22, 1976)

	GP	G	A	Pts.	PIM	PPG	SHG	GW	GT
Ratelle	59	24	48	72	16	10	1	4	1
Bucyk	59	28	34	62	18	10	0	7	1
Sheppard	56	25	36	61	26	4	2	3	0
Park	56	18	41	59	118	7	1	3	0
Cashman	59	21	32	53	77	5	0	5	2
Schmaltz	56	23	21	44	93	7	0	7	3
Hodge	53	14	27	41	28	7	0	2	0
O'Reilly	59	18	15	33	120	2	0	2	0
Marcotte	37	9	19	28	12	1	0	1	0
Rayard	58	11	16	27	49	0	0	3	2
Smith	58	5	20	25	75	0	0	0	0
Forbes	58	13	10	23	36	0	3	0	0
Gibson	38	6	14	20	0	1	0	1	0
Orr	10	5	13	18	22	3	1	0	0
Edstrom	56	3	10	13	83	1	0	0	0
Nowak	45	4	2	6	39	0	0	1	0
Sims	47	3	3	6	43	0	0	0	0
Zanussi	39	1	5	6	18	0	0	0	0
Doak	40	1	4	5	38	0	0	1	0
Anderson	5	0	1	1	2	0	0	0	0
Halward	2	0	0	0	2	0	0	0	0
Cheevers	4	0	0	0	2	0	0	0	0
Gilbert	44	0	0	0	16	0	0	0	0

### GOALTENDING

	GP	Mins.	GA	ENG	SO	Avg.	W	L	T
Cheevers	4	240	10	0	1	2.50	3	0	1
Gilbert	44	2523	114	0	3	2.71	28	6	7

### ST. LOUIS SCORING

(As of Sunday, February 22, 1976)

	GP	G	A	Pts.	PIM	PPG	SHG	GW	GT
Lefley	54	34	29	63	33	3	7	6	2
Unger	59	31	28	59	71	10	0	3	2
Sanderson	58	22	36	58	59	6	5	1	0
MacMillan	59	16	25	41	37	2	1	2	1
Berenson	58	13	21	34	36	3	2	1	0
Larose	54	10	23	33	34	2	0	0	1
Butler	45	10	17	27	58	1	0	2	1
Plante	53	11	13	24	50	3	0	1	0
Hess	58	6	16	22	40	2	1	1	0
Affleck	59	1	18	19	20	1	0	1	0
Thomson	51	7	9	16	21	0	0	1	0
Irvine	48	6	7	13	55	0	0	1	1
Patey	50	6	6	12	39	1	0	0	0
Plager, Bob	50	3	7	10	70	0	1	1	0
Gasseff	59	1	9	10	214	0	0	0	0
Wilson	45	2	3	5	47	0	0	1	1
Plager, Bar.	44	0	5	5	55	0	0	0	0
Wilson	49	0	5	5	16	0	0	0	0
Smith	5	0	4	4	0	0	0	0	0
Belanger	28	0	1	1	4	0	0	0	0

### GOALTENDING

	GP	Mins.	GA	ENG	SO	Avg.	W	L	T
Gratton	6	265	11	0	0	2.49	2	0	2
Johnston	28	1552	87	0	1	3.36	9	12	6
Belanger	28	1583	100	2	0	3.79	10	15	1
Stanowski	3	140	9	0	0	3.86	1	1	0



# Tacks



There are twice as many professionals  
skating on Tacks than on all other skates combined.





# BOSTON

February 26, 1976

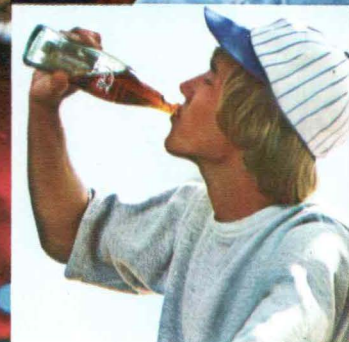
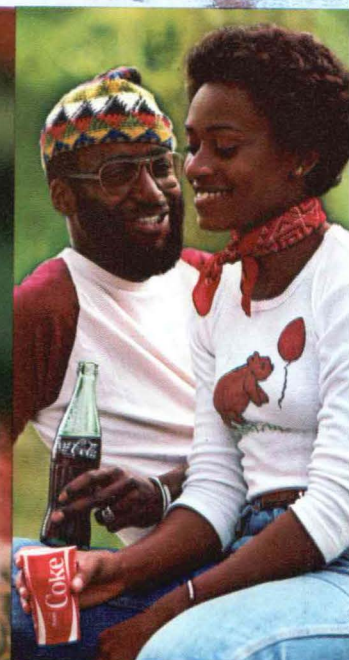
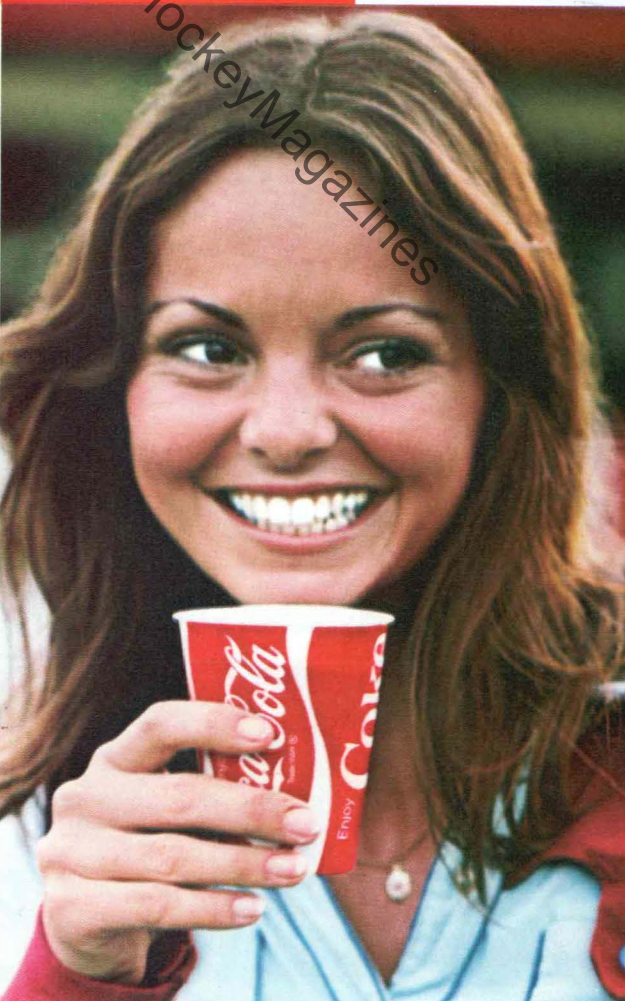
**BOSTON  
BRUINS**



- 1. GILLES GILBERT
- 31. GERRY CHEEVERS
- 6. ✓ DARRYL EDESTRAND
- 8. ✓ KEN HODGE
- 9. JOHN BUCYK (C)
- 10. JEAN RATELLE
- 11. ✓ ANDRE SAVARD
- 12. ✓ WAYNE CASHMAN
- 14. ✓ DAVE FORBES
- 17. BOB SCHMAUTZ
- 18. ✓ HANK NOWAK
- 19. ✓ GREGG SHEPPARD
- 20. DALLAS SMITH
- 21. ✓ DON MARCOTTE
- 22. BRAD PARK OUT
- 24. ✓ TERRY O'REILLY
- 25. ✓ GARY DOAK
- 26. DOUG HALWARD
- 27. ✓ DOUG GIBSON
- 29. ✓ JOE ZANUSSI

Goal  
Goal  
D  
RW  
LW  
C  
C  
LW  
LW  
RW  
LW  
C  
D  
LW  
D  
RW  
D  
D  
C  
D

General Manager — Harry Sinden  
Coach — Don Cherry  
Trainers — Dan Canney and John Forristall





Look up America.  
Enjoy the real things.



# GARDEN

7:35 P.M.

ST. LOUIS  
BLUES



①	ED JOHNSTON	Goal
30.	YVES BELANGER	Goal
2.✓	RICK SMITH	D
3.✓	BOB GASOFF	D
4.✓	BRUCE AFFLECK	D
5.	BOB PLAGER	D
6.✓	LARRY PATEY	C
7.✓	GARRY UNGER	C
8.	BARCLAY PLAGER (C)	D
9.	RED BERENSON	C
10.	RICK BOURBONNAIS	RW
11.	BERT WILSON	LW
12.✓	CLAUDE LAROSE	RW
16.	PIERRE PLANTE	RW
17.✓	JERRY BUTLER	RW
18.✓	FLOYD THOMSON	LW
19.✓	DEREK SANDERSON	C
21.	BOB MacMILLAN	LW-RW
22.	RICK WILSON	D
23.✓	BOB HESS	D
25.✓	CHUCK LEFLEY	C-LW
27.✓	TED IRVINE	LW

Vice-President/Hockey Operations: Denis Ball  
Coach: Leo Boivin  
Trainers: Tom Woodcock and Alan Mathieu





**150 CANAL STREET, BOSTON**  
(Near Boston Garden)

Host: **AL DURKOVIC**

Formerly of the Boston Patriots and New York Giants

**ITALIAN and AMERICAN CUISINE**

"Where the Sportsmen Meet Before and After"

"I used to eat there all the time, it's Super!"

**Behind Every Ticket Stub is an After Game Bonus,**

**Present Stub at the 3 B's**

Watch all the sports on our 4-foot by 6-foot TV screen  
and enjoy our hospitality bonus

Visit our new B's Den!

Complete Function Facilities

Accommodating 25 to 200 People.

**Tel. 723-4142-43**

**N.H.L.**

**Officials**



**REFEREES**

1. BRUCE HOOD
2. LLOYD GILMOUR
3. RON WICKS
4. WALLY HARRIS
5. DAVE NEWELL
6. BRYAN LEWIS
10. JOHN McCaULEY
11. BOB MYERS
12. ANDY VAN HELLEMOND
14. ALF LEJEUNE
15. DAVE SCHEWCHYK
16. BOB KILGER
17. TERRY PIERCE
19. RON HOGGARTH
20. GREGG MADILL
24. DENIS MOREL
25. CHARLES BANFIELD
31. KERRY FRASER
35. MURRAY HARDING

**LINESMEN**

7. MATT PAVELICH
8. NEIL ARMSTRONG
9. JOHN D'AMICO
18. MALCOLM ASHFORD
21. WILLARD NORRIS
22. CLAUDE BECHARD
23. LEON STICKLE
26. RON FINN
27. GERARD GAUTHIER
28. JIM CHRISTISON
29. RAY SCAPINELLO
30. SWEDE KNOX
33. RYAN BOZAK
34. BOB HODGES
36. BRUCE GARSIDE
37. BOB LUTHER
38. RANDY SHANTZ
39. JOHN BROWN
40. RANDY MITTON
41. DOUG GEIGER
42. GORDON BROSEKER

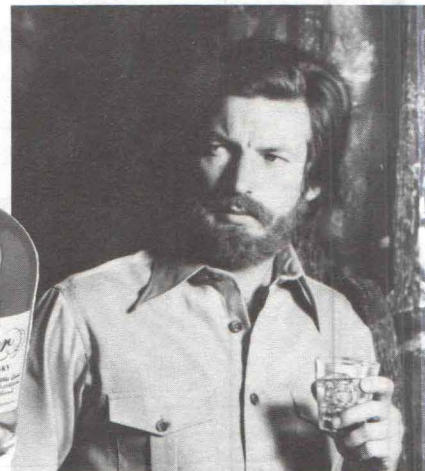




For those who refuse to compromise.

# Old Smuggler Scotch

86 PROOF BLENDED SCOTCH WHISKY. IMPORTED BY W. A. TAYLOR & CO., MIAMI, FLORIDA © 1975



## BOSTON BRUINS 1975-76 ROSTER

NUMBER	PLAYER	HEIGHT	WEIGHT	BIRTH DATE	1974-75 Club	1974-75 Record
FORWARDS						G A Pts
16	EARL ANDERSON	6-0	185	2-24-51	Detroit-Virginia-Boston	9-10-19
9	JOHN BUCYK	6-0	214	5-12-35	Boston	29-52-81
12	WAYNE CASHMAN	6-1	203	6-24-45	Boston	11-22-33
14	DAVE FORBES	5-10	178	11-16-48	Boston	18-12-30
27	DOUG GIBSON	5-10	175	9-28-53	Rochester	44-72-116
8	KEN HODGE	6-2	210	6-25-44	Boston	23-43-66
21	DON MARCOTTE	5-10	186	4-15-47	Boston	31-33-64
18	HANK NOWAK	6-1	200	11-24-50	Detroit-Boston	12-21-33
24	TERRY O'REILLY	6-1	199	6-7-51	Boston	15-20-35
10	JEAN RATELLE	6-1	180	10-3-40	N.Y. Rangers	36-55-91
11	ANDRE SAVARD	6-1	192	9-2-53	Boston	19-25-44
17	BOB SCHMAUTZ	5-9	176	3-28-45	Boston	21-30-51
19	GREGG SHEPPARD	5-8	171	4-23-49	Boston	30-48-78
DEFENSEMEN						G A Pts
25	GARY DOAK	5-11	191	2-25-46	Boston	0-0-0
6	DARRYL EDESTRAND	5-11	185	11-8-45	Boston	1-9-10
26	DOUG HALWARD	6-1	184	11-1-55	Peterboro Jrs.	11-52-63
4	BOBBY ORR	6-0	195	3-20-48	Boston	46-89-135
22	BRAD PARK	6-0	200	7-6-48	N.Y. Rangers	13-44-57
20	DALLAS SMITH	5-11	181	10-10-41	Boston	3-20-23
29	JOE ZANUSSI	5-10	185	9-25-47	Providence-N.Y. Rangers	22-38-60
GOALTENDERS						Min. Play GA SO Avg.
31	GERRY CHEEVERS	5-11	185	12-7-40	Cleveland (WHA)	
1	GILLES GILBERT	6-1	175	3-31-49	Boston	3029 158 3 3.13

General Manager — Harry Sinden

Coach — Don Cherry

Trainers — Dan Canney and John Forristall

After the game make it Clarke's where there's great food, plenty to drink and probably a couple of hockey players to rap with. Win or lose Clarke's is your best bet.

**CLARKE'S**  
A TURN OF THE CENTURY SALOON  
21 Merchants Row (off State St.)

STATE ST.

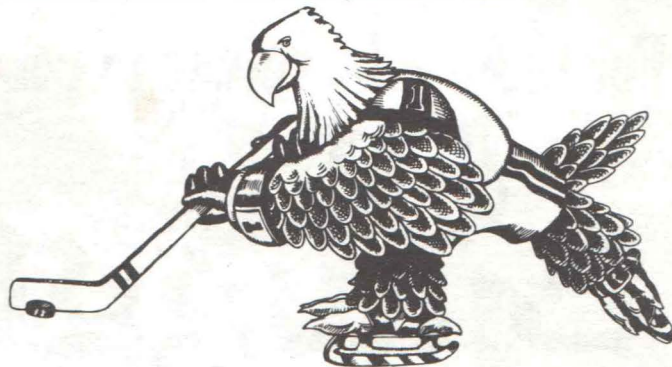
BOSTON GARDEN



# Leading the league with a full line-up of banking services.



**The First**  
THE FIRST NATIONAL BANK OF BOSTON



	1st	2nd	3rd	TOTAL
BOS	3	0	1	4
ST. LO	1	0	1	2

## SCORE CARD

3 STARS  
#3 #25 LeFley  
#2 #8 Hodge  
#1 #12 Larose

TEAM	GOALS	ASSISTS		PERIOD & TIME	PENALTIES					
BOS (25)	10 RATELLE	9 BUCK		4:19	21 MAC MILLAN 4:11					
					20 SMITH 11:51					
BOS (9)	21 MARGOTTE	11 SAVARD	12 CASHMAN	11:13	18 THOMSON 17:46					
					29 ZANUSSI 3:52					
BOS (15)	8 Hodge	12 CASHMAN	27 GIBSON	15:14	12 CASHMAN 7:35					
					8 PLATEK 4:08					
ST. LOU (35)	25 LeFley	12 LAROSE	19 SANDERSON	16:02	17 SCHMAUTZ 11:02					
					3 CASSOFF					
ST. LOU (8)	18 THOMSON	16 PLANTE	22 Hess	16:32						
BOS	K. SHEPPARD	14 FORBOS	20 SMITH	19:56						
OFFICIALS		SHOTS ON GOAL				SAVES				
#4										
REFEREE: HARRIS		1	2	3	TOTAL	1	2	3	TOTAL	
#34										
LINESMAN: Hodges		BOSTON	12	8	10	30	5	9	9	23
#9										
LINESMAN: D'AMICO		VISITORS	6	9	10	25	9	8	9	26

MEET ME  
at  
Where the Stars  
of The Garden  
Come to Look  
at People

**"THE HORSE"** AT NORTH STATION

Robust fare in the tradition of the gay (and gourmand) 90's! Husky cuts of beef and hearty specialties, cooked to appease the appetites of the brawny men of the iron horse era. The luxurious private club car atmosphere is right out of the 19th Century. So are the prices! Drop in soon.

### SUGGESTION BOX

The Boston Garden management would be interested in any suggestions from you — the ticket-buying public. Please write your comments below and deposit in the suggestion boxes located in the east and west lobbies.



## It's Playboy before or after the game.

**Before:** It's cocktail hour with Bob Winter at the piano 5-8:30 PM nightly.

**After:** Early morning Steak & Eggs Breakfast beginning at 11:30 PM. \$3.50 per person.

Special rates available for meetings and private parties.  
**Playboy/ 54 Park Sq./ Boston/ 536-7900**



# We read you.

That's why New England sports fans read us every morning.

**Boston Herald American  
Sunday Herald Advertiser**

## SCOUTING REPORT (continued)

(Continued from page B-21)

Sanderson, by the way, is not the only familiar face on the Blues to Bruins fans. You'll recognize ageless Eddie Johnston, playing some of the best hockey of his career, behind the mask in the St. Louis goal and Rick Smith steadyding the St. Louis defensive corps.

Smith recently was acquired by St. Louis in a waiver deal with the Minnesota Fighting Saints of the World Hockey Association. Defense had been one of the Blues' biggest worries, but the team's brass feels Smith is a first step in correcting that problem. He teams with young Bobby Hess, a talented youngster that the Blues are hoping will develop into one of the NHL's future stars.

Then, too, there is one more former Bruin on the St. Louis roster — coach Leo Boivin, who took over 23 games ago and seems to be making progress with his no-nonsense style of coaching.

As you might expect, Boivin is stressing the things he did best as a hard-hitting defenseman with the Bruins: solid, fundamental play with an emphasis on playing the man.

"If you clean up your own end and play sound defense, the goals will take care of themselves," said Boivin. "I haven't met a hockey player yet who didn't know where the net was. You don't have to tell them to go for goals, they'll do that on their own. You just have to make sure they work on defense."

The Blues are by no means one of the NHL's top teams, but they like to feel they are making progress. Sanderson has fit in well to give them one high-powered line and Garry Unger, who tonight will be playing in his 624th consecutive game, gives them at least one other scoring threat.

Unger is only six games away from tying the NHL ironman record of 630 consecutive games set by Andy Hebenton, with the Bruins and New York Rangers a decade ago.

## NEW TITLEIST PRO 100'S. IF YOU DON'T HAVE A GOOD SWING, DON'T BUY THEM.

If you're a good golfer, these irons are made with features only you can take advantage of: A low concentration of weight. Responsive carbon steel. And a clean, classic design that allows you to "work" the ball. Titleist Pro 100's. Built to get the most out of a good swing.

**ACUSHNET GOLF EQUIPMENT**  
Sold thru golf course pro shops only



Dale H. Chambers, Jr., Sales Rep. P.O. Box B-965, New Bedford, Mass. 02741. Tel. (617) 997-2811

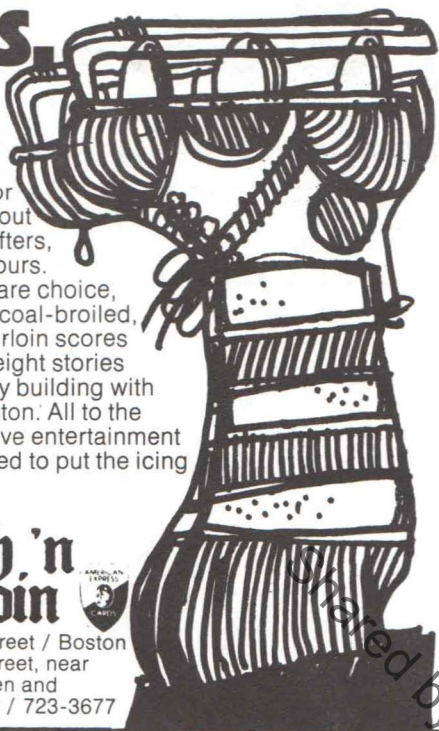


# Where the defense rests.

Before the game or after the lights go out in the Garden's rafters, wing it on over to ours. Where the steaks are choice, the schrod is charcoal-broiled, and the Teriyaki sirloin scores everytime. We're eight stories up in an old factory building with great views of Boston. All to the tunes of the best live entertainment in town. Guaranteed to put the icing on the evening.

## Scotch 'n Sirloin

77 N. Washington Street / Boston  
Off Causeway Street, near  
Boston Garden and  
Government Center / 723-3677



# With Us ★ Tonight

# Garry UNGER

IS OUT TO  
BETTER  
HIS TOP  
MARK  
OF 42  
GOALS  
MADE IN  
'69-'70



I  
HAVE ALL  
MY OWN  
TEETH

I  
NEVER  
TIRE



HAS CHANCE  
TO TIE ANDY  
HEBENTON'S  
RECORD OF  
CONSECUTIVE  
GAMES - 630 -  
ON MARCH 10  
IN TORONTO,  
WHERE GARRY'S  
STREAK BEGAN



NOT EVERY PUCK  
CHASER CAN  
MAKE THAT  
STATEMENT!



GARRY HAS  
A 200-ACRE SPREAD  
NEAR ST. LOUIS WITH  
HORSES, PIGS, DOGS, HENS  
AND 50 HEAD OF CATTLE



**TODAY**  
is a great day  
to buy a  
**PONTIAC or  
GMC TRUCK**

## ABBOTT PONTIAC GMC Inc.

33 CAMBRIDGE ST. GMC  
RT. 3 AT 128 EXIT 41 S. TRUCKS  
BURLINGTON, MASS.

**SALES & QUALITY  
SERVICE**


Tel. **273-1800**



Massachusetts  
Bicentennial  
Commission

# BICENTENNIAL BEGINS HERE





# tops by Forum



*Snowflake sweater \$28. Turtleneck \$15.  
Nylon scenic print shirt \$13. Skinny-rib manskin jersey \$28.*  
**All together now at Male Stop.**

Chestnut Hill Mall • Burlington Mall • Methuen Mall • Nashua Mall • at **Martin's**, Downtown Lowell



# WELCOME

Massachusetts Sportservice, your new concessionaire at Boston Garden, is happy and proud to serve

## YOU Our New Customers

Top quality food and beverages  
are our

## PRODUCTS

The best possible

## SERVICE

That's our

## BUSINESS

Watch for our forthcoming  
beautification of  
refreshment facilities.



This symbol has become well-known to discerning purchasers of insurance in New England and around the world. Call Steve Smithwick (617) 482-7750 to discuss your needs.

**Patterson, Wyld & Windeler** Inc.  
One Washington Mall, Boston, MA 02108



# OFFICIAL NHL REFEREE SIGNALS

## ELBOWING

Tapping either elbow with the opposite hand.



## HOLDING

Clasping either wrist with the other hand well in front of the chest.



## INTERFERENCE

Crossed arms stationary in front of chest.

## HOOKING

A series of tugging motions with both arms, as if pulling something toward the stomach.



## DELAYED CALLING OF PENALTY

Referee extends arm and points once to penalized player.



## BOARDING

Pounding the closed fist of one hand into the open palm of the other hand.



## HIGH-STICKING

Holding both fists, clenched, one immediately above the other, at the height of the forehead.



## SLASHING

A series of chopping motions with the edge of one hand across the opposite forearm.



## CROSS-CHECKING

A series of forward and backward motions with both fists clenched extending from the chest.

## CHARGING

Rotating clenched fists around one another in front of chest.



## MISCONDUCT

Placing of both hands on hips several times and pointing to penalized player.



## ICING

Arms folded across the chest. When the puck is shot or deflected in such a manner as to produce a possible icing of the puck the rear Linesman will signal to his partner by raising either arm over his head (same as in Slow Whistle). Immediately the conditions required to establish [icing the puck] have occurred the forward Linesman will respond with the same Slow Whistle signal and the rear Linesman will blow his whistle to stop the play and both will give the proper [Icing] signal.



## SLOW WHISTLE

Arm, in which whistle is not held, extended above head. If play requires to Neutral Zone without stoppage, arm is drawn down the instant the puck crosses the line.

## [WASH-OUT]

Both arms swung laterally across the body with palms down:

1. When used by the Referee it means goal disallowed.
2. When used by Linesmen it means there is no icing or no off-side.

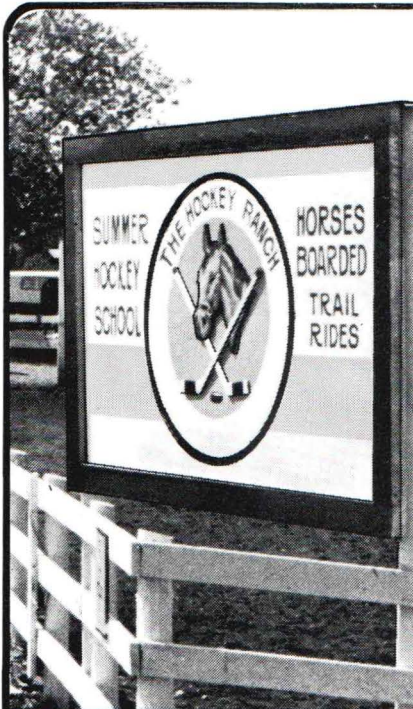


## TRIPPING

Extending right leg forward, clear of the ice, and striking it with right hand below the knee.

## THE HOCKEY RANCH

The Hockey Camp – that's really different



### HOCKEY

The objective is to help the boy improve his basic skills – and gain confidence in himself – the result is that he enjoys the game more and is better at it. He gets lots of ice time at The Hockey Ranch.

### SWIMMING

To provide enjoyment and relaxation – while improving his stamina a swimming program is included daily at the Hockey Ranch.

### RIDING

A change is as good as a rest – and riding instruction as well as trail rides are a daily involvement at The Hockey Ranch.

### CONDITIONING

A special conditioning program is optional – and is available at The Hockey Ranch. These are dry land hockey drills to get the boy into top physical shape for the coming hockey season.

### ACCOMMODATION

Solid brick ranch style building – with broad-loomed sleeping quarters – the boys are in small groups according to age. The Dining Room is modern, roomy, and air conditioned. Food is prepared on the premises and features a balanced diet at The Hockey Ranch.

### TRIPS

For a change of pace, the boys are taken out every evening to one of the following – sight-seeing, movies, Go-Kart Races, horse shows, Ontario Science Centre, the Zoo, the Hockey Hall of Fame at the Canadian National Exhibition.

The Hockey Ranch has been providing summer fun and good hockey for over 13 years now. Clip out the coupon below – now – and be sure that your boy has a summer he'll always remember. Fill it in and mail to The Hockey Ranch today for your brochure and enrollment form.

For full particulars fill in coupon and mail to THE HOCKEY RANCH.

### THE HOCKEY RANCH

ROTHERGLEN ROAD N.  
BOX 51, PICKERING  
ONTARIO, CANADA L1V 2R2  
TELEPHONE - (416) 683-6521  
(416) 839-2343  
TORONTO (416) 483-0700

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROV. \_\_\_\_\_ STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ AGE \_\_\_\_\_





Once again this year, WBZ has the heaviest sports lineup in town. We've got Gil Santos covering the Patriots and Boston College Eagles football.

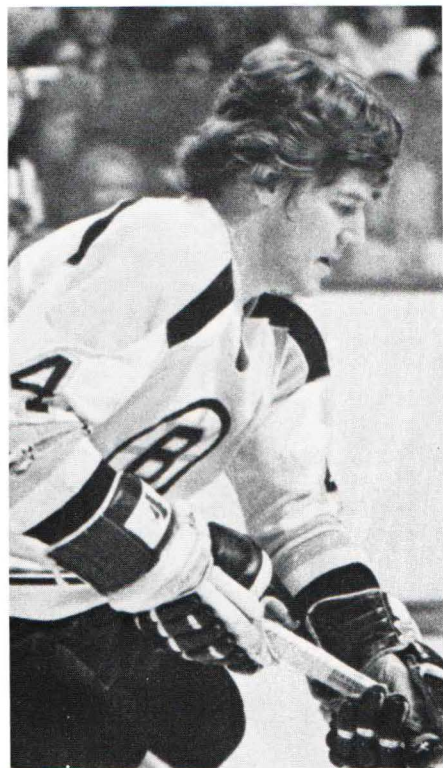
We've got Bob Wilson doing the play-by-play for the Bruins.

We've got Johnny Most calling the shots for the Celtics and half of New England calling Guy Mainella on "Calling All Sports".

No wonder so many people turn to Radio 103. It's the sporting thing to do.

**All the good sports are on WBZ** RADIO 103 **GROUP** 

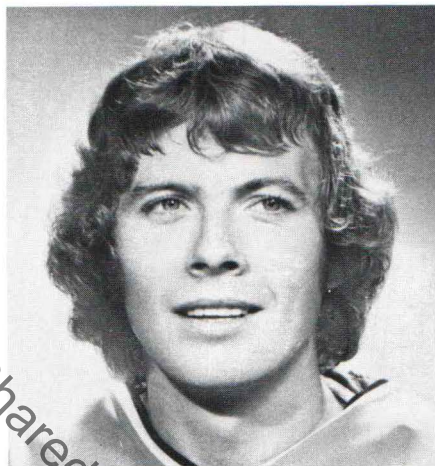




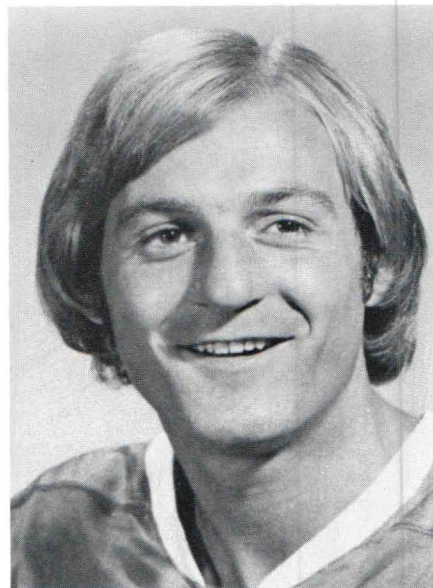
**BOBBY ORR**, Defense  
Boston Bruins



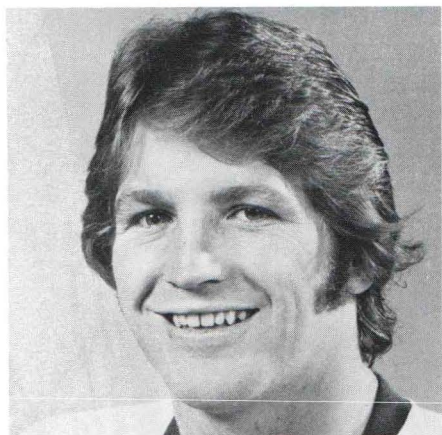
## All Stars



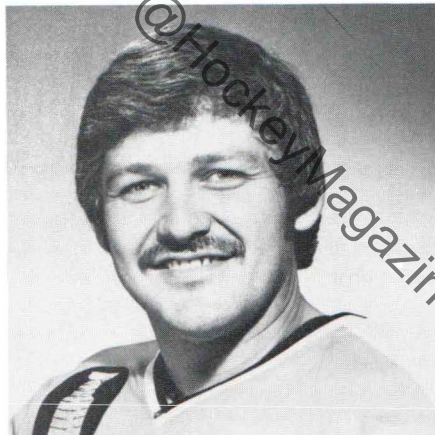
**BOBBY CLARKE**, Center  
Philadelphia Flyers



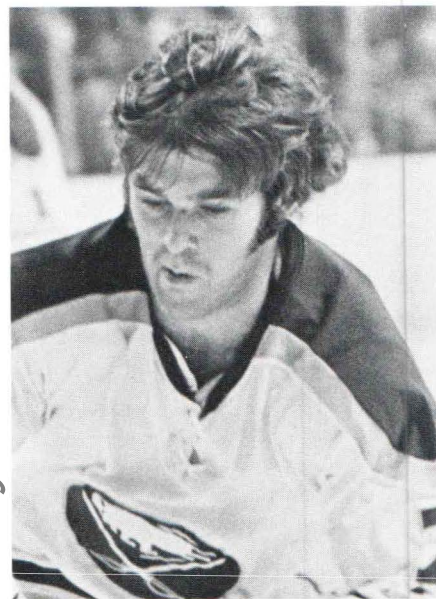
**GUY LAFLEUR**, Right Wing  
Montreal Canadiens



**DENIS POTVIN**, Defense  
N.Y. Islanders

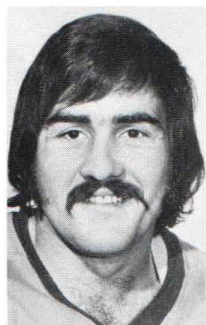


**BERNIE PARENT**, Goal  
Philadelphia Flyers



**RICK MARTIN**, Left Wing  
Buffalo Sabres

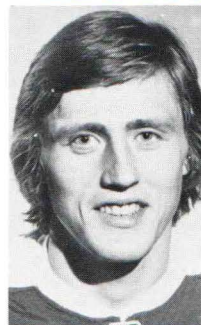
## SECOND TEAM



**VACHON**  
Los Angeles



**LAPOINTE**  
Montreal



**SALMING**  
Toronto



**ESPOSITO**  
Boston



**ROBERT**  
Buffalo



**VICKERS**  
Rangers







**The New England  
Dodge Boys say  
If you have a head for cars,  
head for Dodge.**



# Everybody's Happy . . .

By BILL LIBBY  
Hockey News

An off-season trade brought the L.A. Kings one of the most spectacular players in hockey. Marcel Dionne, an exciting skater, is a small, smouldering stick of dynamite. He looks like a high school football player, but at 24 he has been aged a lot by five years of tumult in Detroit.

Born in Drummondville, Quebec, in August of 1951, Dionne concluded his career in amateur ranks with St. Catherine's of the Junior A Ontario Hockey Association, the cradle of the sport's superstars.

After a 100-point campaign, he put together 132-point and 143-point campaigns. He scored 37, 55 and 62 goals, and assisted on 63, 77 and 81 goals in improving performances before graduating to the majors. Despite a broken collarbone his last season, he led the league in scoring his last two seasons.

In draft of graduating amateurs in the spring of 1971, only Guy Lafleur was selected ahead of him. Based on Lafleur's 53 goals of last season, one can't say for sure Montreal made a bad move. But Dionne has outscored Lafleur's 131 goals, 163 assists and 294 total points with 139 goals, 227 assists and 366 points their first four years in the professional majors.

No one in N.H.L. history — not Bobby Hull or Gordie Howe or Phil Esposito — ever scored as many points as Dionne has in the first four years of an N.H.L. ca-

reer. He set a rookie record with 77 points in his first season and third in the league with 121 last season. He scored 40 goals in his second season and 47 last season, in addition to winning the Lady Byng Trophy.

Despite this, Detroit was a big loser and Dionne has been blamed. A temperamental youngster, he walked out on the team a couple of times and was suspended by the team a couple of times. He flew at a writer he felt had wronged him. From afar, he seemed a malcontent.

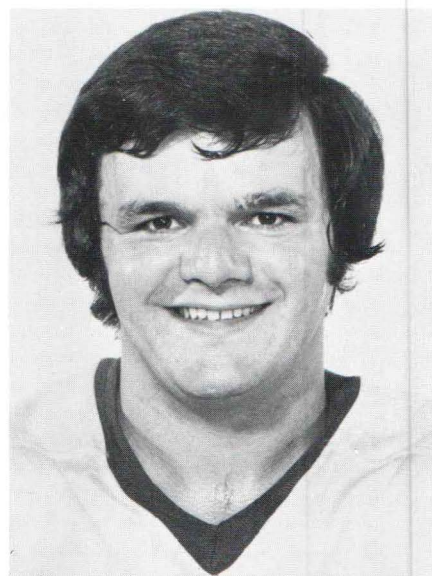
However, it must be pointed out that he was far from the only unhappy player with the Wings in recent years. And up close, Marcel presented a different picture. Up close, he has always seemed an agreeable, almost impish young man.

At the height of his problems in Detroit, he told this writer with remarkable candor: "I've been like a kid at times. I've spoken out of turn and acted hastily. But I think I'm growing up."

"You lose and you lose and you grow discouraged. It's hard when you bust your butt and get blamed when the team goes bad. Some writers get on your back and won't get off."

After awhile, you just want to get out. But you learn that no matter what, as long as you're on a team, you give them your best."

He did that last season, responding positively to an appointment as team captain. But he played out



his option and declared his determination to move on. A lot of clubs sought him, but the Kings landed him and Bart Crashley for Dan Maloney, Terry Harper and a fat five-year contract.

The Kings did not want to give up the players they gave up, but you have to give up good players to get good players. They gave up good players and got a great player. It was a deal they had to make if they could and owner Jack Kent Cooke says it was the most difficult deal he has swung in sports.

Cooke called the deal "a coup." He said, "We have landed one of the most spectacular players in this sport today. We have made a move which could put the Kings up to the ranks of Stanley Cup contenders." Manager Jake Milford adds, "Dionne can do things others can't do. He'll be under pressure, but has the ability to handle it."

Some have suggested Dionne is an offensive soloist who might not

(Continued on page B-43)

"Hey, Harriet, Tom Fitzgerald was right about that new goalie."

"Which one is Fred Lynn?"



## Have you seen The Globe today?

The Boston Globe. Morning, Evening, Sunday. For Home Delivery, call 929-2222.



From the *first* of the modern Olympic Games in 1896, the United States has always sent a proud, young Team to compete

It has always been *our* team, an expression of *our people*, because thousands of Americans *believed* in it and gave it their financial support. It's never been a "government" Team.

At the next Olympic Games in 1976, our Olympic Team will *continue* to be our people-to-people representatives to the Nations of the World.

Whether it's a matter of pride, competitive spirit or simply quiet resolve, we want to send our *best*. Every one of them!

It's a mountain of a task. Something like 1200 men and women Olympic Team members will be involved. This requires development, selection, transportation to and from the Games. Also uniforms, housing, food, medical care.

Nothing fancy. But nothing third rate either.

With more than 200-million Americans, though, raising the money shouldn't be *that* big of a mountain. We just need more diggers-in-the-pocket to cut the mountain down to molehill size.

# Help send our *best* to the 1976 Olympic Games

What is needed *now* is financial support. USA "people" support. Dollars. That's why there is a coupon at the bottom.

If you'll fill it out and mail it back now with an Olympic contribution (tax deductible) we'll acknowledge with a distinctive "thank you" award. Do it, Mr., Mrs. and Ms. U.S.A.!



THE UNITED STATES OLYMPIC COMMITTEE  
Olympic House, 57 Park Avenue, New York, N.Y. 10016

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR CONTRIBUTION



## Acknowledgment Awards for All Contributions. Please Check.

For single contribution of \$2.00

☐ Traditional Olympic pin, colorfully enameled

For single donation of \$5.00

☐ Embroidered cloth emblem marking 1976 Games

For single donation of \$10.00

☐ Gold and black wall or desk plaque

For single contribution of \$25.00

☐ Heavy gold-plated cuff links and tie-tac in 7/8" circle.

☐ There are numerous other Acknowledgment Awards for contributions of larger amounts. All contributions will be acknowledged with distinctive and appropriate awards with the U.S. 1976 Olympic theme.

UNITED STATES OLYMPIC COMMITTEE  
Box 1976  
Cathedral Station  
Boston, Mass. 02118

Right! I want to see U.S.A.'s *best* at the 1976 Olympic Games. My check in the amount of \$\_\_\_\_\_ is enclosed and I have marked my selection of contributor acknowledgment award.

Please print carefully and be sure to include Zip number

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Kindly make your check payable to: U.S. Olympic Committee. All donations are deductible for Income Tax purposes.

1-PS-174



## Believes in Fundamentals

ATLANTA Flames Coach Fred Creighton very nearly became Captain Fred Creighton, commercial airline pilot. Flying, not hockey, was his first love.

Creighton came to his career crossroads shortly after the end of the Korean War. He had just completed his flight training and earned a commercial license. However, his timing was bad. The market for commercial pilots became flooded with military personnel, most of whom had more flying time than Creighton. The result, Creighton couldn't land a job. So he turned to hockey. His coaching career has climbed the ladder of success ever since.

On the ice, his playing career was limited to minor league status. There he earned the reputation as a hard-nosed defenseman. It wasn't long before Creighton found himself cast in that time-proven mold which depicts the theory that you don't have to be a great player to be a good coach. History reflects the fact that great players don't always make great coaches. Genius is not necessarily transferable.

Creighton made his first mark in the coaching ranks at Charlotte, N.C. where he guided his Checkers to a league championship and was named the league's Coach of the Year. He repeated the double accomplishment at Omaha in the Central Hockey League. In 12 years of minor league coaching, Creighton has never had a losing season.

Those were the credentials that brought the "Minor League Magician" to the Flames for the final 28 games last season. Taking over for the resigning Boom Boom Geoffrion, Creighton again proved his winning touch as the Flames won eight of their final 12 games.

"My hockey philosophy is basically quite simple," Creighton contends. "To win consistently, I am convinced that you must be absolutely sound in hockey fundamentals. Your team must play exceptional position hockey. Every player must do his job with the utmost of desire. And you should never lose a game because the other team was in better physical condition."

It hasn't taken long for Flames players to realize that in a Creighton campaign, long and strenuous practice sessions are the rule, rather than the exception. That intense desire can overcome many shortcomings in ability and the NHL hockey is war on ice. It is truly the survival of the fittest.

In addition to his toughness and dedication, Creighton has one other important facet that is an essential ingredient in any coach's success formula—the ability to communicate with his players. This ability to communicate on and off the ice is one reason he has been able to impart his teachings to so many young players.



FRED CREIGHTON

## GARDEN BILLBOARD

### Ice Follies of 1976

**Tues., Feb. 10 thru Sun., Feb. 22**

Prices: \$7.00, \$6.00, \$5.00 and \$4.00



The 40th Edition of Shipstads & Johnson is a "Return to Romance" featuring Richard Dwyer and Susan Berens. Also appearing are your favorite Sesame Street friends — Big Bird, Bert & Ernie, Cookie Monster and Grover.

### ★ ★ ★ BEANPOT HOCKEY

February 2

Northeastern University vs. Boston College  
at 6:15 p.m.

Boston University vs. Harvard at 9:00 p.m.

February 9

Consolation at 6:15 p.m.

Championship at 9:00 p.m.

Boston University is the defending Eastern Collegiate Champion and the Terriers and Harvard represented the East in last year's NCAA Championship.

### ★ ★ ★ Eastern Mass. Hockey

March 3-6 and March 8

For information on groups of 20 or more,  
please call or write:

GROUP SALES OFFICE  
BOSTON GARDEN  
150 Causeway Street  
Boston, Mass. 02114  
(617) 227-3206

RECORDED TICKET INFORMATION: (617) 227-3200



# What do you do when the Bears go in the woods?

Follow the Bruins  
from Kansas City to Minnesota  
on TV 38.



WSBK-TV/Boston  
BROADCAST OF CHAMPIONS



fit in with the defensive team style of the Kings, but coach Bob Pulford says, "We have gained more on offense than we have lost on defense. We can replace the players we lost, but there are not many players around like Dionne. He seems like a decent young man. He is capable of playing defense as well as offense. I feel he'll fit in."

Dionne says, "I feel like I'm getting a fresh start. It was difficult in Detroit. The situation was unstable. Managers, coaches and players were always coming and going. The attitude was depressed with defeat. Here, we have a solid coach who has produced a disciplined team. It has started to win and everyone is enthusiastic."

"I am enthusiastic. I am determined to become a disciplined player and a solid part of the team. I think I can play defense without sacrificing offense. I believe I can become a better player. I have a big job to do, but here I will have help. I will do my best."

His best may awe fans at the Forum, at times.

He has a small, but hard body. He is only 5-7 and 170 pounds, but built like a baby bull. He is quick on his skates and handles a stick skillfully. He has marvelous moves and bobs in and out of opposition defenses on offense. He is not a hitter, but hard to hit, and difficult to contain. He is elusive and animated. The puck always seems to land on his stick, and when he gets it he can make a perfect pass with it or snap off a

quick, hard accurate shot with it.

He is the best face-off man the Kings have had. He should give them the power play they have not had. He set an NHL record with 10 shorthanded goals last season and ranks with the Kings' Butch Goring as a penalty-killer.

With Goring, Dionne gives the Kings two of the smallest, but most dynamic centers in hockey. Leading lines on the ice in back-to-back shifts, they will apply fierce pressure to opposition defenses.

The son of a foreman at a steel mill, who farmed and labored to support eight children, the eldest child, Marcel has had a hard road. Great gifts of physical skill have carried him a long way.

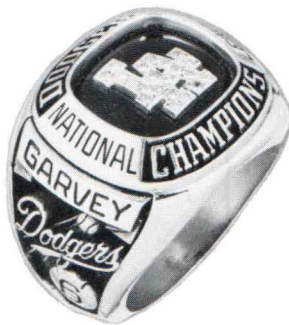
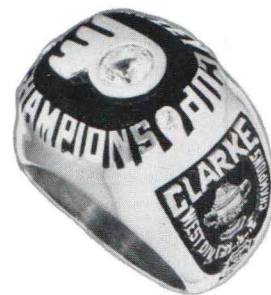
Married 18 months to the former Carol Gaudet, he and his wife had a daughter, Lisa Lee, born in August. He is husband and father now, as well as superstar. He is no longer a child prodigy, but a hardened veteran, who seems unlikely to be scorched by the spotlight.

Dionne is dark. He has dark eyes, which gleam like glowing coals. He has a boyish, but hard face. A French Canadian, he has learned to speak English well. He is softspoken, but assertive. He has been through a lot in a little time at the top.

Maturing, his time has come. In coming nights, Marcel should illuminate winter nights for the hockey faithful in Southern California. His brilliance can be dazzling, as you shall see.



FUN'S OVER — BACK TO WORK



Creators of distinguished achievement recognition awards, class rings, insignia, and commercial service awards.

ATTLEBORO, MASSACHUSETTS 02703  
(617) 222-3600



ICE FOLLIES OF 1976 COMING FEB. 10 THRU FEB. 22

SHIPSTADS & JOHNSON

# ICE FOLLIES

A RETURN TO ROMANCE

Tuesday, February 10

thru

Sunday, February 22

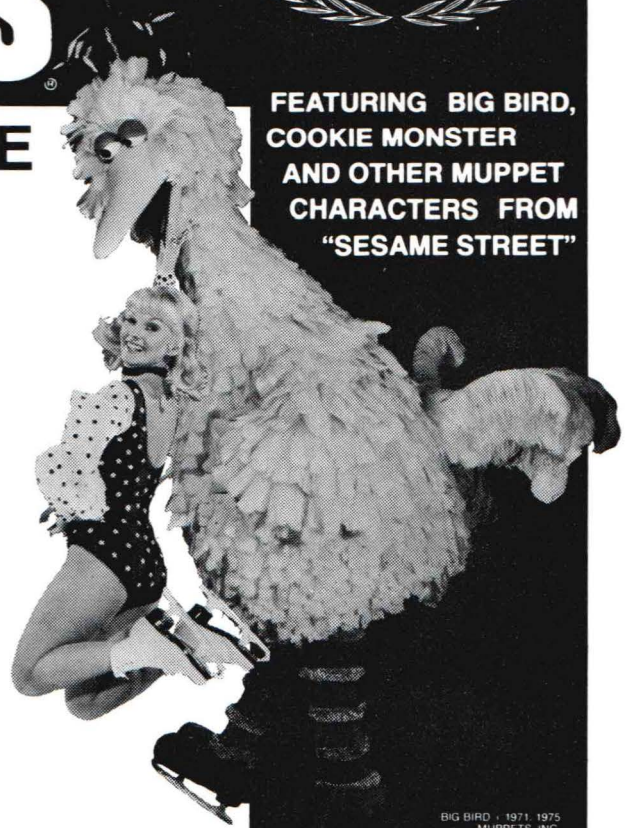
Ticket Prices:

\$7.00, \$6.00, \$5.00, \$4.00

Shipstads & Johnson Ice Follies of 1976 present their 40th Anniversary Edition. Headlining this show will be Richard Dwyer and Susan Berens. Also for the second year Ice Follies is featuring those lovable Muppet characters from Sesame Street on ice!! Big Bird and his friends, Cookie Monster, Bert & Ernie, and Grover will delight young and old alike!



FEATURING BIG BIRD,  
COOKIE MONSTER  
AND OTHER MUPPET  
CHARACTERS FROM  
"SESAME STREET"



BIG BIRD • 1971, 1975  
MUPPETS, INC.

SESAME STREET  
A CHILDREN'S TELEVISION WORKSHOP

**THE ONE  
MUST-SEE  
SHOW FOR  
THE ENTIRE  
FAMILY!**

## HOCKEY

### EASTERN MASS. HOCKEY

March 3, 4, 5, 6, and 8

Eastern Massachusetts High School  
Championships

### ECAC HOCKEY

Division I Semifinals

Friday, March 12

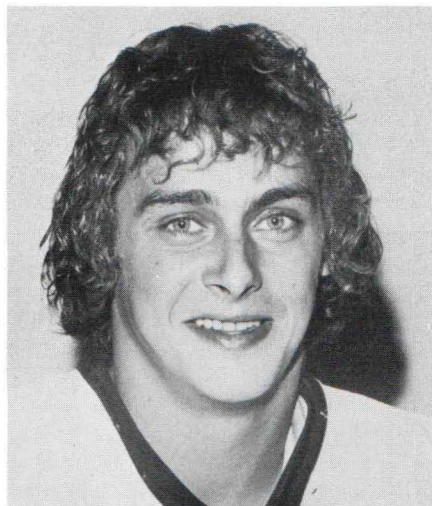
Finals

Saturday, March 13

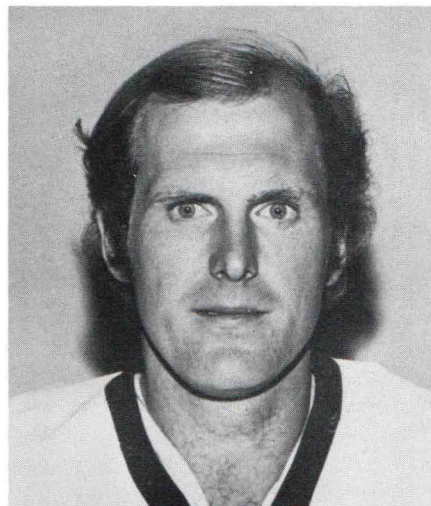
ICE FOLLIES OF 1976 COMING FEB. 10 THRU FEB. 22



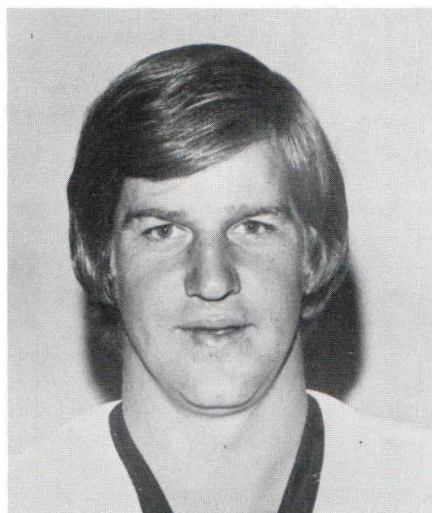
# MEET THE BRUINS



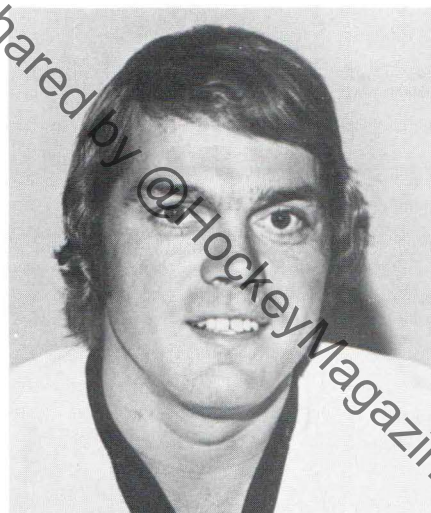
**GILLES GILBERT**  
Goal No. 1



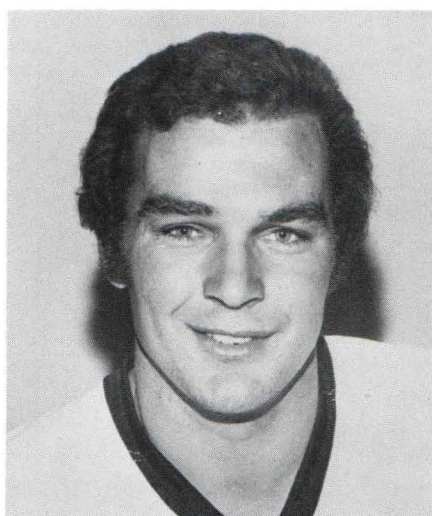
**DAVE REECE**  
Goal No. 30



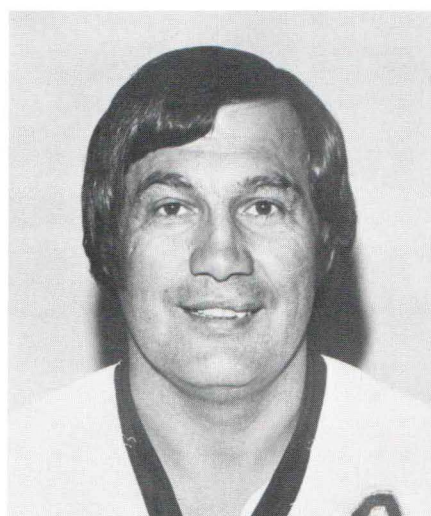
**BOBBY ORR**  
Defense No. 4



**DARRYL EDESTRAND**  
Defense No. 6



**KEN HODGE**  
Right Wing No. 8



**JOHN BUCYK**  
Left Wing No. 9

## FLOWERS . . . PLANTS

Two Shops to Serve You Better:  
**HAROLD A. RYAN, Inc.**  
2350 Mass. Ave.  
Cambridge, Mass.  
547-1207

**McCORMACK FLOWERS, Inc.**  
1219 Fellsway  
Malden, Mass.  
322-2780

### Offering . . .

Cut Flowers  
Artistic Arrangements  
Plants from our Greenhouse  
Delivery Throughout Greater Boston

Meet Us at Boston's  
Oldest Restaurant

41 Union St. 227-2750

**We're  
one reason  
why the Bruins  
are hockey's  
most colorful  
team.**



**Boris  
Color  
Labs**

Official color photo processors  
for the Boston Bruins (again)  
37 Landsdowne St, Boston  
Tel: (617) 261-1152



## BOSTON BRUINS 1975-1976 NHL SCHEDULE GAMES AWAY

				Bruins	Opponents					Bruins	Opponents
Thurs.	Oct.	16	Detroit	2	2	Sat.		17	St. Louis	5	7
Sat.		18	N.Y. Islanders	5	2	Sat.		24	Detroit (2:00)	6	1
Sat.		25	Montreal	2	6	Fri.		30	Atlanta		
Sat.	Nov.	1	Philadelphia	1	8	Sat.	Feb.	7	Toronto		
Wed.		5	Buffalo	0	4	Wed.		11	Minnesota		
Sat.		8	Vancouver	2	4	Fri.		13	California		
Sun.		9	California	6	3	Sun.		15	Chicago		
Sat.		15	Atlanta	5	3	Wed.		18	Kansas City		
Wed.		19	Detroit	3	3	Sat.		21	N.Y. Islanders		
Wed.		26	N.Y. Rangers	6	4	Sun.		22	N.Y. Rangers		
Sat.		29	Chicago	4	4	Fri.		27	Washington		
Sat.	Dec.	6	Toronto	4	2	Wed.	Mar.	3	Los Angeles		
Sat.		13	Pittsburgh	4	4	Fri.		5	California		
Wed.		17	Washington	3	2	Tues.		9	Atlanta		
Fri.		26	Buffalo	6	3	Sat.		13	Montreal		
Sun.		28	Philadelphia	4	2	Tues.		16	St. Louis		
Wed.		31	Minnesota	6	1	Thurs.		18	Kansas City		
Fri.	Jan.	2	Vancouver	4	4	Wed.		24	Pittsburgh		
Sat.		3	Los Angeles	3	0	Thurs.	Apr.	1	Buffalo		
Sun.		11	Washington (1:30)	7	4	Sat.		3	Toronto		

BRUINS HOME SCHEDULE ON PAGE B-3

# Join the Pepsi People feelin' free!



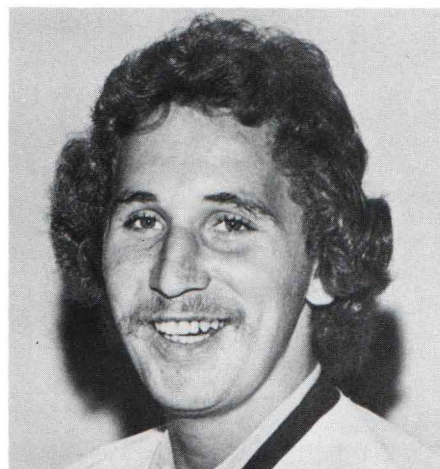
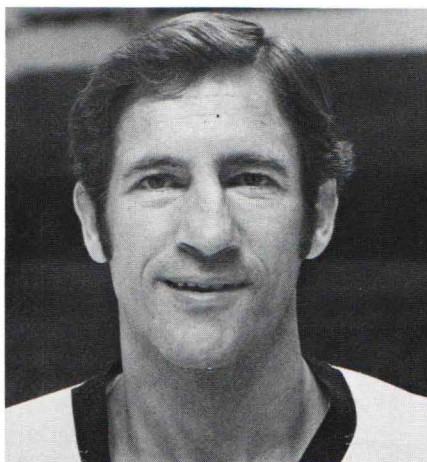
"PEPSI-COLA" AND "PEPSI" ARE REGISTERED TRADEMARKS OF PepsiCo, INC.



# MEET THE BRUINS

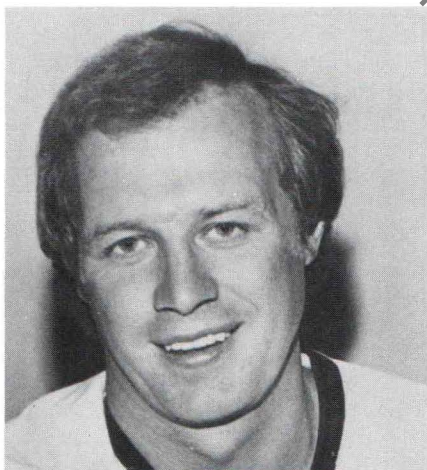
**JEAN  
RATELLE**  
Center

No. 10



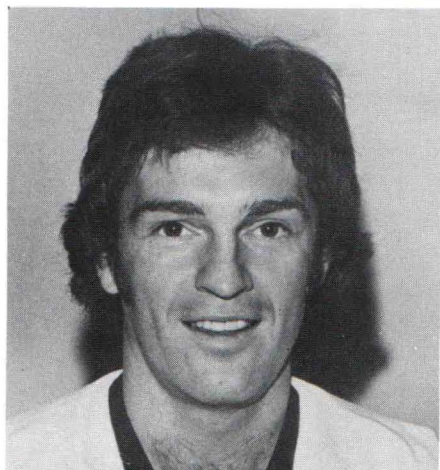
**ANDRE  
SAVARD**  
Center

No. 11



**WAYNE  
CASHMAN**  
Left Wing

No. 12

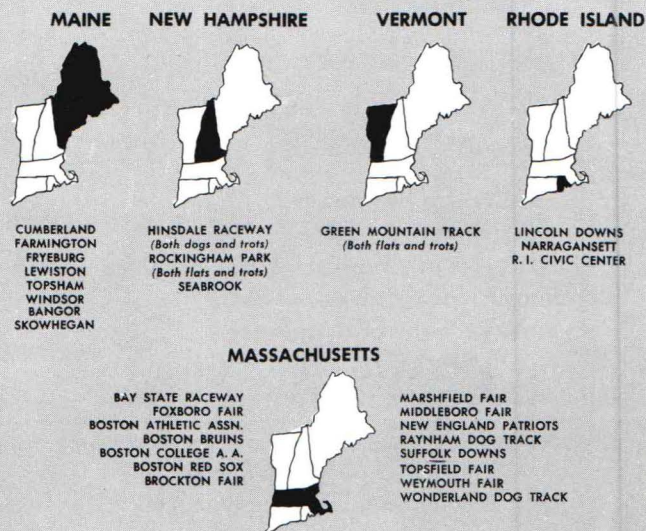


**DAVE  
FORBES**  
Left Wing

No. 14

IN *New England*

WE PRINT PROGRAMS FOR:



WE PRINTED THIS PROGRAM.

DO YOU LIKE IT?

We are privileged and grateful to the  
Bruins for their printing.



**SULLIVAN BROS., Printers**

**Program Printing Specialists**

*Main Office and Plant*

95 Bridge St., Tel. 617-458-6333, Lowell, Mass. 01852

*Auxiliary Plants*

Boston, Camden, N.J., Jamaica, N.Y.,  
Louisville, Ky., Miami, Oceanport, N.J., Philadelphia,  
Saratoga, N.Y., Westbury, L.I., N.Y.



*It's TIFFANY'S for Diamonds,  
and  
SULLIVAN BROS., for Printing.*



## Learn to Play Championship Hockey

... with men who make Champions ...

**ED BURNS** — Arlington H.S.

26 Championships in 26 years

**HENRY HUGHES** — Melrose H.S.

Tel. 665-7637

## 11th Summer Hockey School

July 12-23      July 26 - August 6

August 9 - August 20

PLUS

Mite - Sprite - Squirt

Hockey School

July 12 - 23 and August 9 - 20

Coaching Ratio: 5 Players per coach

4 years without a price increase

**HOCKEYTOWN, USA, Inc.**

953 Broadway, Saugus

665-0061 - 62

Route 1, Saugus

For Free Brochure and Information Clip and Mail to:

**HOCKEYTOWN, USA, Inc.**

953 Broadway, Saugus, Mass. 01906

Name \_\_\_\_\_ Tel No. \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Age \_\_\_\_\_ Years of Experience, if any \_\_\_\_\_

Position Played \_\_\_\_\_ School Desired \_\_\_\_\_

Bring this coupon and receive one free stick practice

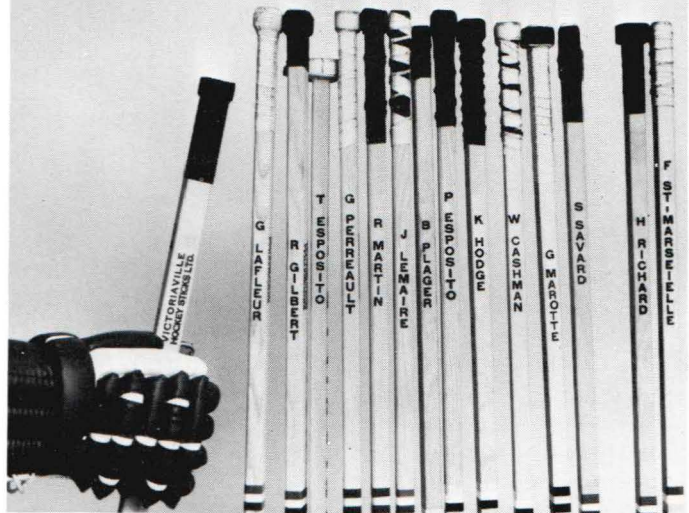


# Team Victoriaville®

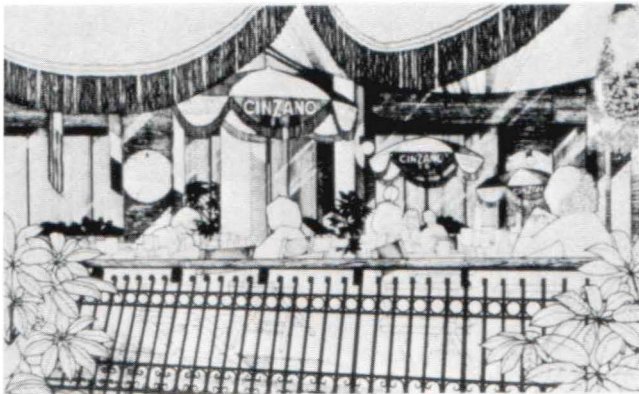
When you're heading for the pros, go through Victoriaville.

**VICTORIAVILLE®**

A subsidiary of the Kendall Company, Sports Division, Wellesley Hills, Mass.



Europe for two... under \$10



in Boston's only indoor cafe

In addition to our regular menu, we now offer French Onion Soup, Veal Cordon Bleu, Escargot, Chicken Kiev, Shrimp Maison, Salad Nicoise, daily specials and selected wines of Europe.



210 Commercial St., Boston 742-5777

## Team up with CPAir

CP Air's big orange jets are backed by a team of sports specialists in most major cities throughout the world.

Specialists who work full time for some of the best

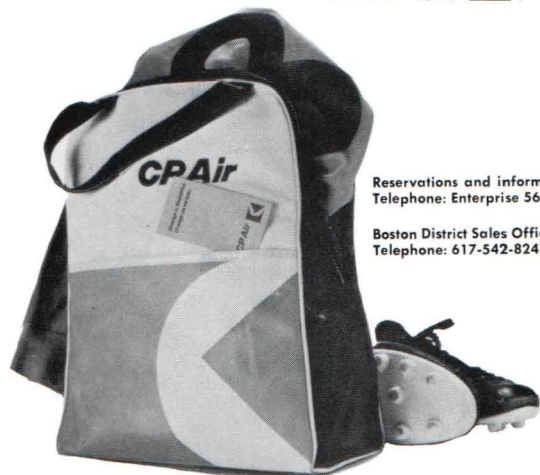
international athletes, team and sports executives.

You can put our team to work for you. Just call CP Air or your travel agent and fly with a winner.

**Beautiful Orange Jets Serving 5 Continents.**

**CPAir**

Canadian Pacific

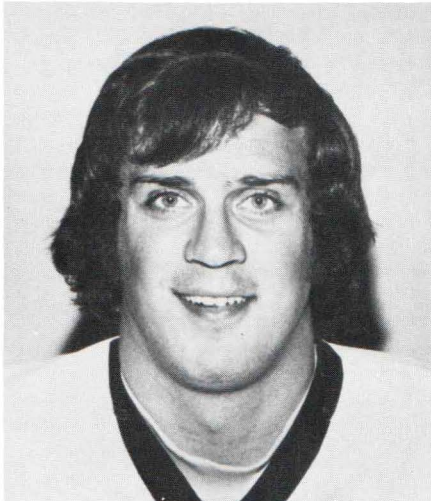


Reservations and information:  
Telephone: Enterprise 5692

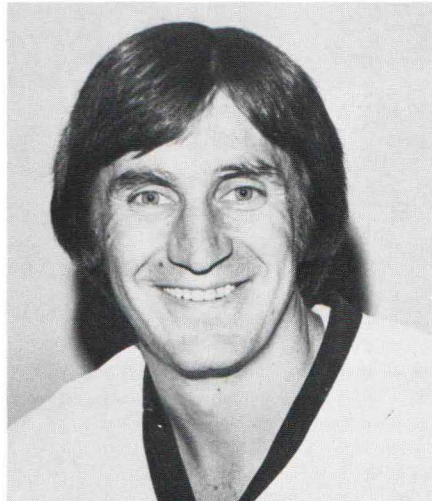
Boston District Sales Office:  
Telephone: 617-542-8247



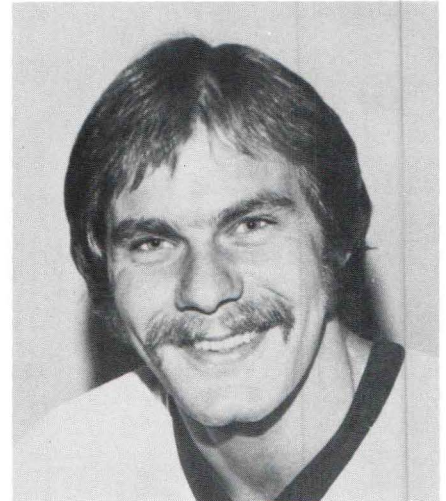
## MEET THE BRUINS



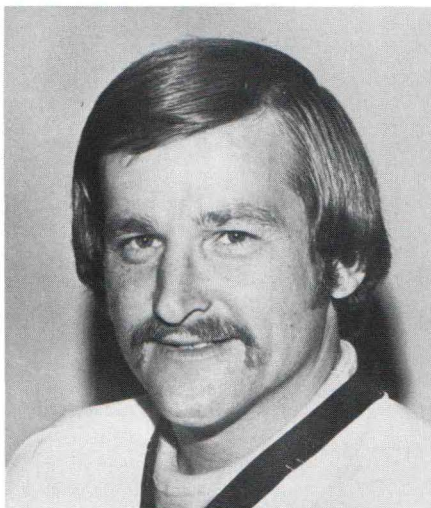
**EARL ANDERSON**  
Right Wing No. 16



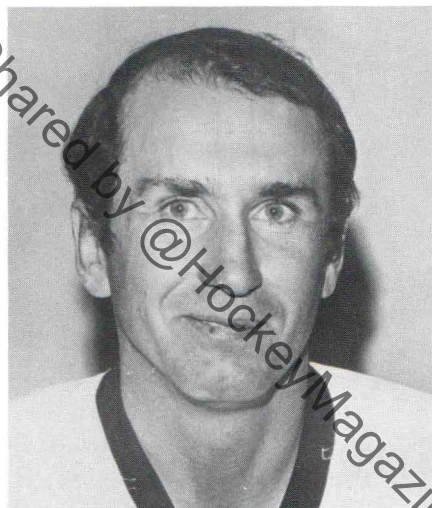
**BOBBY SCHMAUTZ**  
Right Wing No. 17



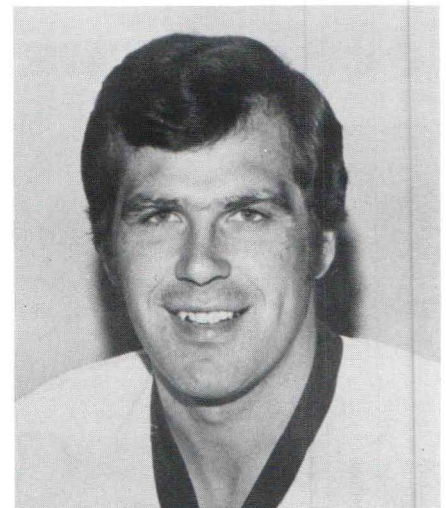
**HANK NOWAK**  
Left Wing No. 18



**GREGG SHEPPARD**  
Center No. 19



**DALLAS SMITH**  
Defense No. 20



**DON MARCOTTE**  
Left Wing No. 21

**We get  
licked at every  
Bruins game.**



**SUNDAE SPORTS BAR**



*The  
Bruins  
Travel the  
UNIVERSITY  
Way!*



## WHY DON'T YOU?

Phone or write Clarence Whitehead

### UNIVERSITY TRAVEL CO., INC.

(Near Harvard Square)

44 Brattle Street

Phone 864-7800

Cambridge, Mass. 02138

## WAL-LEX RECREATION CENTER

800 LEXINGTON ST. WALTHAM



**60** CANDLE PIN  
BOWLING LANES

- NEW ENGLAND'S FINEST  
ROLLER SKATING RINK
- MINIATURE GOLF

CATERING TO

Groups • Birthday Specials

Schools • Parties

Call For Personal Arrangements

**893-7070**

800 LEXINGTON ST. WALTHAM

VISIT THE

## BOSTON BRUINS PRO SPORT SHOP

CARRYING THE FINEST NAMES  
IN SPORTS EQUIPMENT, SPORTSWEAR  
AND SPORTSHOES.



Serving Athletes from Pee Wee to Pro  
with an ever expanding inventory to furnish  
your year round needs.

Specialized Team and School Outfitting  
in Hockey, Softball, Baseball, Football, Tennis,  
Award Jackets and Trophies.

CARRYING NEW ENGLAND'S LARGEST LINE  
OF BRUINS SOUVENIRS

### BOSTON BRUINS PRO SPORT SHOP

NORTH STATION CONCOURSE

BOSTON, MA.

PHONE: 523-5242

TEAM SALES: 227-8588

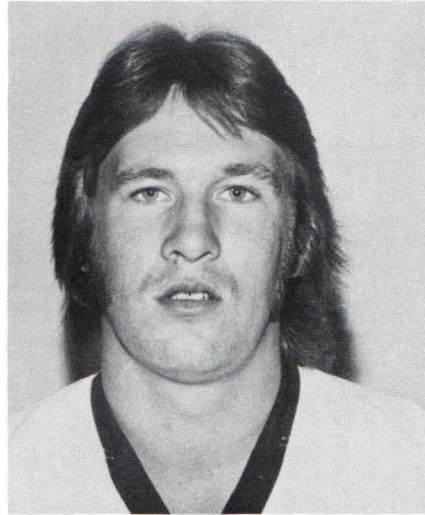
New England's Only Authorized  
LANGE SKATE REPAIR CENTER



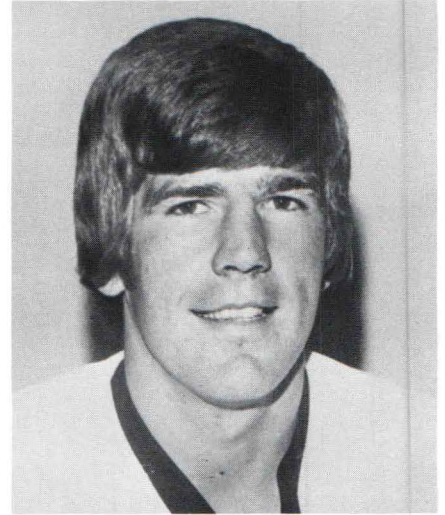
# MEET THE BRUINS



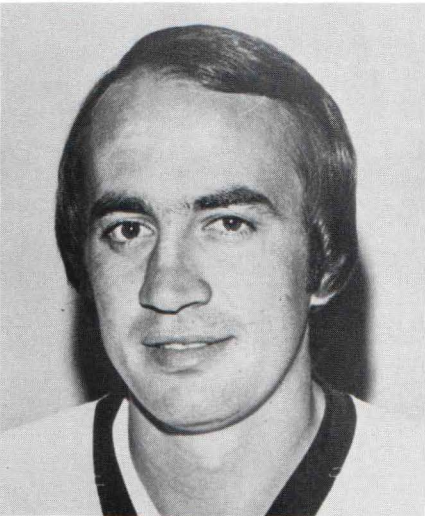
**BRAD PARK**  
Defense No. 22



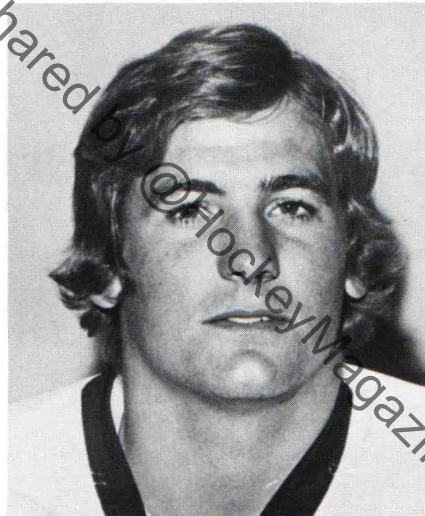
**AL SIMS**  
Defense No. 23



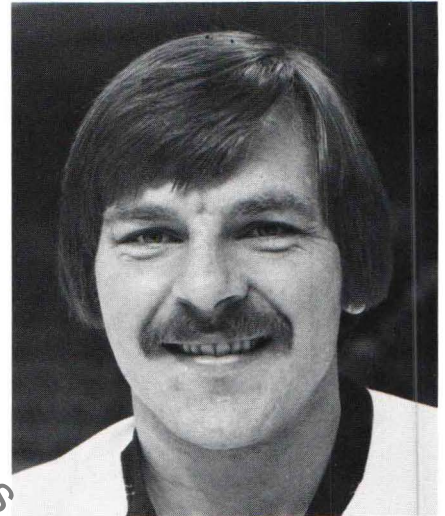
**TERRY O'REILLY**  
Right Wing No. 24



**GARY DOAK**  
Defense No. 25



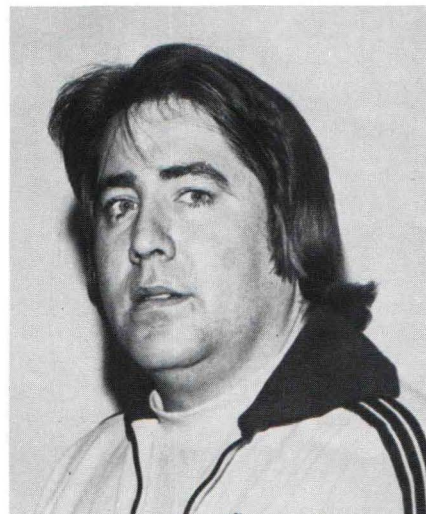
**DOUG GIBSON**  
Center No. 27



**JOE ZANUSSI**  
Defense No. 29



**DAN CANNEY**  
Head Trainer



**JOHN FORRISTALL**  
Assistant Trainer





**You can give through the United Way payroll deduction plan. Wherever you work.**

The United Way payroll deduction plan is the simplest, easiest and most efficient way for you to give.

All you have to do is fill out a card stating how much you want to give. The amount will be paid evenly throughout the year. Automatically.

So if you're a banker, or a baker, salesperson or cook, make your contribution to the United Way now. Your one gift helps support the over 170 health and service agencies of the United Way in the Mass. Bay Area.

**There's a Way to help.**



**United Way**





This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and age. Our exclusive Beechwood Ageing produces a taste, a smoothness and a drinkability you will find in no other beer at any price.



BUDWEISER  
LAGER BEER



U  
N  
I  
T  
E

E  
A  
S  
T

Budweiser®

KING OF BEERS®

Brewed by our, *oh*

*oh*

OCCUPIED.

(Gone for more cold Bud.. Be right back.)

ST. LOUIS  
-AMSBURG



ANHEUSER-BUSCH, INC. • ST. LOUIS

E  
A  
S  
T



## EUROPEAN *Restaurant*

BOSTON'S OLDEST  
ITALIAN RESTAURANT  
*"Established for Over  
a Half-Century"*

ALL ITALIAN DISHES  
OUR SPECIALTY

Visit Our New and Larger  
Facilities to Better Serve You

### PIZZA

AT IT'S BEST

CHOICE WINES  
LIQUORS • BEERS

PRIVATE BANQUET ROOMS  
WEDDINGS • SHOWERS

218 A HANOVER ST.  
BOSTON, MASS.  
PHONE: 523-5694



**Distinguished Catering**

SINCE 1873

40 WASHINGTON STREET  
MELROSE, MASSACHUSETTS 02176  
TELEPHONE 662-8700

## MOST FREQUENT PENALTIES

### MINOR PENALTY . . .

Two minutes in penalty box. No substitute allowed. If opponents score on penalized players' team while he is off, he returns immediately to the ice. If a player from each team is sent off simultaneously, they serve the full two minutes even if a goal is scored.

### MAJOR PENALTY . . .

Five minutes in penalty box. No substitute allowed and player remains in penalty box full five minutes even if a goal is scored against his team. If a player from each team is sent off with majors simultaneously, both teams remain at full strength.

### MISCONDUCT PENALTY . .

Ten minutes in penalty box. As this is a personal penalty, the penalized player's team does not play a man short. Automatic \$50 fine.

### GAME MISCONDUCT . . .

Suspension for balance of game. Again, this is a personal penalty and the team does not play below normal strength. Automatic \$100 fine and case reported to NHL President for possible further action.

### MATCH PENALTY . . .

Suspension for balance of game. Team plays one man short for either 5 minutes or 10 minutes depending on severity of violation. Player automatically fined \$200 and case reported to NHL President for possible further action.

For Lumber . . .

## BARNEY & CAREY COMPANY

FRIENDLY SERVICE  
SINCE 1922

2 GRANITE AVE., MILTON  
Tel. 698-2200

187 HIGH ST., BROOKLINE  
Tel. 277-8821

Quality Products

Prompt Delivery

## QUIMSCO

When it comes to  
medical supplies  
and equipment  
for trainers and  
athletic departments,  
we score the Hat Trick.

- Service •Selection
- Reliability

QUINCY MEDICAL SUPPLY CO., INC.  
13 SCHOOL STREET, QUINCY, MASS. 02169  
PHONE: (617) 479-4440

## SECURITY BLANKET

We offer complete security protection  
for your home or business:

### GUARDS

STORE DETECTIVES

STORE SHOPPING

K-9 ATTACK DOGS

UNDERCOVER SURVEILLANCE

Let the Ro-Mar security blanket  
cover you.

Call us at (617) 542-4144 for  
complete details.

## RO-MAR

Security Service

20A Melrose St. Boston



# The Mercedes-Benz 450SL: Freedom for two.

**You know it the first time you meet. This is no ordinary 2-seater. The 450SL is a Mercedes-Benz. It's the difference between "driving" and "transportation."**

The 450SL was designed to take two people and their luggage. Just two. And it takes them quickly. Smoothly. Devouring long journeys without fuss and fanfare. Driving is what the 450SL is all about.

First, settle yourself into the cockpit. Adjust the seat just the way you like it. Stretch out your arms and legs Grand Prix style, if you wish. The 450SL was designed to accommodate you—not the other way around.

Next, the pièce de résistance. Turn the key. Now just listen. The sounds of life in front of you come from a unique engine. A fuel-injected, overhead camshaft V-8 that gives you responsive performance without gobbling up your twenty-three-gallon fuel supply. You won't find this engine design in any other make of passenger car in the world.

Let the 450SL show you its stuff. Pick out a challenging stretch of road. The 4-wheel independent suspension and variable ratio, servo-assisted steering are ready for it.

Take a look at the luggage areas. There is a deep well behind the seats as well as a full 8.3 cubic feet of trunk space. And it's all under the protection of a central locking

system. Turn the door key after you get out and the 450SL is sealed tight.

How can a 2-seater with all the luxury of standard air conditioning, AM/FM stereo radio, servo-assisted steering and brakes, an automatic transmission and a central locking system be considered a sports car? On the basis of performance, it could easily be called one. But we don't limit the 450SL to that. After your test drive, think about it. Don't you agree that "Freedom for Two" is what the Mercedes-Benz 450SL is all about?



**Mercedes-Benz**  
Engineered like no other car  
in the world.





# Come to where the flavor is. Come to Marlboro Country.



Kings: 17 mg. "tar," 1.1 mg. nicotine—  
100's: 18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. '75

Marlboro Red  
or Longhorn 100's—  
you get a lot to like.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.